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IN THIS ISSUE:

23RD year

Community Recognition through Community Service

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DETROIT

During 1953, WCCO Radio and WCCO - Television devoted, without compensation, time, talent, production and facilities valued in excess of $1,000,000 to community service and charitable projects. In recognition, the people of the Northwest endorse as truly descriptive, these titles:

WCCO

RADIO *"Good Neighbor to the Northwest"*
TELEVISION *"Another Member of the Family"*

MINNEAPOLIS • SAINT PAUL

BULOVA — DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG** **WCOD** **WTVR**

A complete job of skilled craftsmanship, modern methods and smart design have made Bulova a precision timepiece for over two decades. Bulova's time signals on the air combine service and salesmanship to millions of Americans. You can look to Bulova for accuracy and dependability.

Craftsmanship and precision in programming are a distinct Havens & Martin, Inc., Stations contribution to your selling. Fine entertainment and public service have built up large and loyal audiences in the rich areas around Richmond. Join the other advertisers using the First Stations of Virginia.

Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the *only*
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

H. R. Representatives

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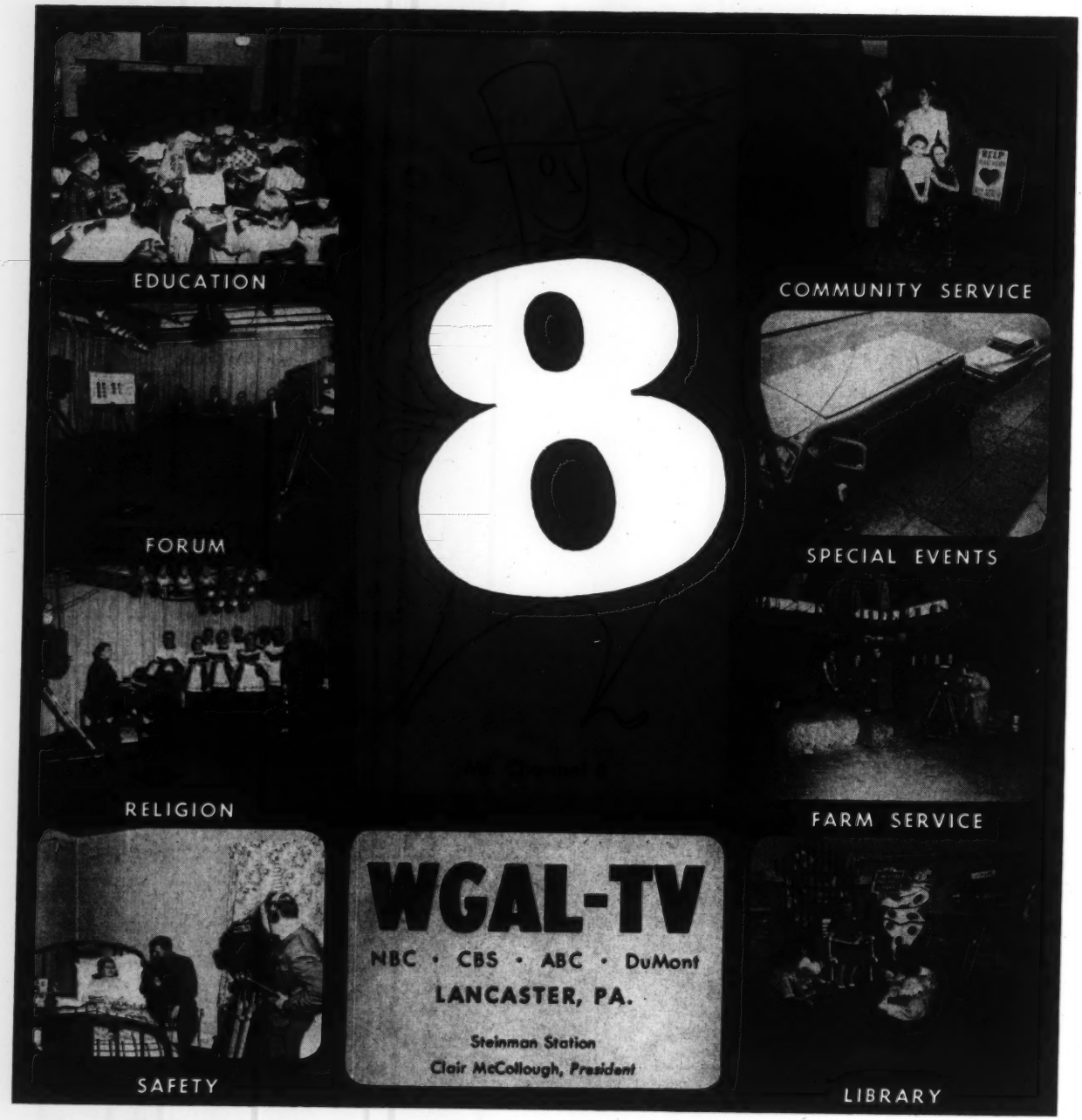


pledged to service—active, responsive participation in all worthwhile public service projects is an outstanding principle of the WGAL-TV operation. The eight *Channel 8* programs shown on this page are only a small part of the continuing series of programs and projects designed to enlighten, strengthen and support the best interests of the many people living in the WGAL-TV, Channel 8, extensive service area.

Represented by

MEEKER TV, Inc.

New York
Chicago
Los Angeles
San Francisco

closed circuit

BRANDED as "extremely premature" rather than sheer rumor is report that H. L. Hunt, Texas oil billionaire, is pondering overtures for purchase of control of Mutual, now held (nearly 60%) by General Tire's General Teleradio. Underwriter of three MBS news-comment shows through his *Facts Forum*, Mr. Hunt's right-wing, pro-McCarthy stance already has caused consternation among some MBS affiliates and newsmen. Fulton Lewis jr., top MBS commentator, is Mr. Hunt's confidant and advisor on broadcast affairs. Tom O'Neil, Teleradio board chairman and president, unavailable for comment but others close in admit there's been talk. Messrs. Hunt and Lewis reportedly conferred in Dallas last week.

★ ★ ★

NOVEL question before FCC is request of Motion Pictures for Television as to propriety of exchanging films available for sponsorship for random spot schedules, to be sold to national accounts by MPTV. FCC has asked for copy of contract, but isn't disposed to give advisory opinion, preferring to let facts speak. Question raised is whether this would be "brokerage" and whether option-time provisions of network regulations would apply.

★ ★ ★

CAMPAIGN for reappointment of Chairman Rosel H. Hyde on "permanent" basis has reached peak with prediction now that President will rename him upon expiration of his initial one-year term April 18. Not only broadcasters but communicators in common carrier and other fields rallied to support when word spread that change might be made on political grounds. But there are still GOP holdouts for "Eisenhower man" and speculation continued about possible shift of Comr. John C. Doerfer to Federal Power Commission with new man to be named to FCC, presumably to be groomed for eventual chairmanship.

★ ★ ★

WITH PRESIDENT Eisenhower leaving for Augusta, Ga., this week, event of just one year ago on FCC chairmanship may be re-enacted. It was on Saturday, April 4, 1953, while he was at his favorite golfing spot, that President appointed Mr. Hyde for one-year term. He will be in Augusta on April 18 this year.

★ ★ ★

COCA-COLA Bottling Co. of New York, serviced until recently by William Esty Co., N. Y., reportedly is about to name Hilton & Riggio, N. Y., as its new advertising agency. Formal announcement probably will be made within fortnight.

★ ★ ★

POSSIBILITY of hearing on proposed $4 million transfer of KOTV (TV) Tulsa to John Hay (Jock) Whitney interests [B•T, April 5] is being discussed by FCC. Question raised whether "outside investment" capital should buy into broadcasting on speculative basis. Comr. Robert T. Bartley in recent addresses raised this question prior to development of KOTV transaction. View is that approval might open flood gates to other investment houses buying properties on basis of highest bid.

★ ★ ★

THERE'S SPECULATION that AT&T may attempt to meet objections to "high" color rates—which it never submitted officially to FCC—by jacking present black-and-white intercity connection charges and lowering proposed color fees. Experimental rate extension runs out May 15 and under normal practice new rate should be submitted to FCC about month before deadline (this week). This is because new tariff cannot become effective for 30 days. Telephone company officials in recent weeks have publicly used language implying black-and-white rates not "compensatory." Meanwhile, AT&T continues to color-convert intercity routes, expects to have more than 80 stations in more than 60 cities linked by end of this year.

★ ★ ★

IT'S STILL good bet that FCC next month will approve change in multiple ownership regulations to raise tv limit of five to seven, not more than five of which could be vhf. Action is expected promptly following close of hearings before Senate Communications Subcommittee May 4-6, on economic plight of uhf, plus multiple ownership situation.

★ ★ ★

UTTER futility of Sec. 309 (c), permitting anyone with purported economic interest to get hearing, will be pointed up by FCC (perhaps this week) in granting protest of C. B. Highland, Clarksburg, W. Va., newspaper publisher, against new tv station in that city. FCC has asked Congress to rescind economic protest rule, and, after quick oral argument for anti-broadcasting publisher, will cite this incident as another example of ridiculous extremes to which it must go to satisfy provision of McFarland Amendments adopted two years ago.

★ ★ ★

REPORTS that American Farm Bureau Federation was readying splurge into television with eye on upcoming Congressional elections are heavily discounted by AFBF executives. "First, we don't have that kind of money," one executive said, and "secondly, we never endorse or oppose candidates." Although national organization does not envisage tv expenditures, some state federations have been active in video. Illinois group spends about $300 a week on *Farmtown, USA*, but this is only for production; time is donated by stations. Iowa state group supplies film shorts to tv stations under special farm program. Ohio federation has "small shows," mainly spots.

★ ★ ★

BUSINESS is booming for Advertising Research Foundation, with several projects now under full head of steam. Hence, Edgar Kobak, president, and A. W. Lehman, managing director, are looking for top experienced technician in advertising and media research. While Foundation covers all phases of advertising, considerable new activity is in broadcasting, including BAB-Four Network project and audience media study.

IN THIS ISSUE

LEAD STORY

Summer radio-tv business already is being placed, and a big part of it is in baseball coverage. *Page 27.*

ADVERTISERS & AGENCIES

Los Angeles agency trades billboard space for radio time and in turn sells time to clients. *Page 30.*

Toni Co. buys weekly quarter-hour on NBC-TV. It now sponsors five tv and seven radio programs. *Page 30.*

FILM

CBS-TV Film Sales will co-produce feature films. *Page 32.*

GOVERNMENT

U. S. Supreme Court kills FCC's anti-giveaway rules. *Page 34.*

Senate hearing on uhf postponed to May 4. *Page 36.*

STATIONS

Multi-million-dollar station sales mount in week of unusual activity. *Page 46.*

FACTS & FIGURES

New BAB study shows cumulative power of spot radio. *Page 56.*

FEATURES

Special B•T survey on feature film shows what it costs, how much is used, how it is sold to advertisers. *Page 70.*

How consolidating operations in Hollywood helped UTP build sales. *Page 72.*

Atlas keeps Midwest commercial production in the Midwest. *Page 76.*

TRADE ASSOCIATIONS

NARTB convention will feature displays of new electronic gear. Agenda set for management conference. *Page 82.*

NETWORKS

Murrow receives heavy support after McCarthy attack. *Page 88.*

EDUCATION

Ohio State Institute for Education by Radio-Television gets full briefing from variety of authorities. *Page 96.*

MANUFACTURING

Five divisions of DuMont make profit, but broadcasting and tv receiver operations lose. *Page 102.*

INTERNATIONAL

CBC grants new am, tv stations in Canada. *Page 108.*

FOR THE RECORD

Weekly TELESTATUS summary of operating tv stations and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 125.*

KOWH
OMAHA

"Sister Stations," but Man! What sisters! Older sister KOWH is still the undisputed "Belle of the Ball" in Omaha and Council Bluffs . . . with a share of audience that surpasses her nearest competitor by a full *twenty Hooper points!** With 35 quarter hours weekly collecting *50% or more of the radio audience!*

And with ratings over 50%, your spots on KOWH often *reach more people than if you bought equal time on the other five Omaha, Council Bluffs stations combined!*

Represented Nationally
By the BOLLING COMPANY

** The February-March Hooper rating of 41.4% makes the 29th straight Hooper to score KOWH in first place.*

As Mason said to Dixon . . .
"It's Hard to Draw the Line!"

My! How "little" sister has grown! In eleventh place seven months ago, WTIX now is *first by a wide margin of New Orleans' seven independent stations!* Network affiliates? Well, one rates higher in the morning, and two in the afternoon . . . by a small margin.* But seven months isn't a long time, and there's more Hoopers coming!

But while little sister is whittling on the nets, check those low rates! *From a cost-per-thousand basis, WTIX is already the best buy in New Orleans!*

Represented Nationally
By ADAM J. YOUNG JR.

* March, 1954 Hooper. (7-12 A.M., 12-6 P.M., Monday through Friday)

at deadline

NBC-TV Affiliate Group Plans for Summer, Fall

NBC-TV's sales and program plans for summer and fall and its plans for color "spectaculars"—90-minute musical comedies, dramas, etc. [B•T, March 29]—were principal features of Thursday-Friday meeting of NBC-TV Affiliates Executive Committee with top NBC officials in New York. In what was described as "harmonious" sessions, affiliates conferred with network authorities Thursday, then held private meeting and resumed joint discussions with NBC Friday morning. No date set for further meeting, participants said.

Committeemen on hand included Walter Damm, WTMJ-TV Milwaukee, committee chairman; Clair R. McCollough, Steinman Stations; William Fay, WHAM-TV Rochester; Jack Harris, KPRC-TV Houston; E. R. Vadeboncoeur, WSYR-TV Syracuse; Fred Mueller, WEEK-TV Peoria; David Baltimore, WBRE-TV Wilkes-Barre, and Joseph Rohrer, KRDO-TV Colorado Springs. Number of NBC executives participated, headed by President Sylvester L. (Pat) Weaver Jr. and Executive Vice President Robert W. Sarnoff.

BAB Announces Three-Way Project to Improve Selling

DETAILS of three-point project by BAB to improve selling both on and off the air were disclosed by Kevin Sweeney, BAB president, at meeting of Alabama Broadcasters Assn. in Mobile Friday.

BAB's contribution toward improving radio's approach to advertisers this year, Mr. Sweeney said, will consist of sales training program to sharpen radio's current sales force; plan to recruit new salesmen for radio, and monthly award to local salesman making most imaginative sale. Mr. Sweeney added that training program, which will be recorded, will be previewed by BAB-member stations this summer.

Mr. Sweeney announced that field work on survey of radio listening habits and personal radio set ownership of teen-agers has been completed.

FIRST NBC SPOT TEST

NBC RADIO is making first test of station acceptance to controversial "spot announcements" plan on basis of one order for one one-minute spot, it was learned Friday. First and only sale yet under plan for one-minute spots in certain network programs [B•T, March 1 et seq.], was to Kiplinger agency (*Changing Times* magazine), Washington, for single spot in new Dave Garroway show (Sun., 8-10 p.m.) on program's opening night, April 18. Agency is Albert Frank-Guenther Law, N. Y. Network has notified affiliates of order, pointed out it comes under new "participations" plan, and asked for early acceptance. Number of station representation sources said they knew of 20 to 30 major affiliates which would reject order. Network sources said Friday acceptances were coming in at "normal" pace. NBC asked only for acceptance of this particular order, did not request signing of affiliation contract amendment incorporating participations plan.

KOTA Rapid City Sold By Dean to Associate

SALE OF KOTA Rapid City, S. D. (plus KOZY-FM), by Robert J. Dean, majority stockholder, and other associates, to Mrs. Helen S. Duhamel, minority stockholder, for $148,000 announced Friday, subject to FCC approval. Company, whose capital stock would be acquired, has liabilities of about $116,000, primarily in a new plant.

Mr. Dean, mentioned for appointment to FCC, and later for secretaryship, will devote primary time to Radio Games Inc., programming company, and to consulting practice. Mrs. Duhamel, who heads cowboy and Indian trading post and is identified with insurance company operations in South Dakota, would become sole stockholder. She now holds 55 of 290 shares. Mr. Dean, with 158.5 shares, is controlling stockholder.

Leo Borin, sales manager WHAY New Britain, Conn., will return to KOTA as manager upon consummation. He began with KOTA in 1947 as announcer. Transfer date is May 1 or any date thereafter following approval. Established in 1936, KOTA operates on 1380 kc with 5 kw. It is CBS affiliated.

• BUSINESS BRIEFLY

P&G RADIO SCHEDULE • Procter & Gamble's Joy, through Biow Co., N. Y., starting radio announcement schedule almost immediately in 15 midwest and southwest markets.

RADIO TEST • Time-Life's newest magazine, known as *The Sports Magazine*, planning to break radio announcement campaign to promote mailing subscription promotion. Three-day saturation drive is slated April 13-15, using all radio stations in Indianapolis. If campaign is successful, it will be expanded subsequently. Young & Rubicam, N. Y., is agency.

TEN-WEEK CAMPAIGN • Monticello Drug (666 tonic), through Charles W. Hoyt, N. Y., preparing ten-week radio campaign to be launched May 17 in number of markets in malaria areas.

SCHOLL SPONSORS • Scholl Mfg. Co. (Dr. Scholl's foot aids), Chicago, signs to sponsor *Bill Shadel and the News* on CBS Radio (Sat., 12 noon to 12:05 p.m.), effective April 24, and to sponsor *Nick Carter* on Mutual (Sun., 6-6:30 p.m.) under Mutual's "Multi-Message Plan," effective last night. Agency: Donahue & Coe, N. Y.

SUMMER SALE • Pillsbury Mills (cake mixes) and Green Giant Co. (corn and peas) have ordered NBC-TV Saturday 8-8:30 p.m. (EST) summer period for alternating sponsorship of *Hey, Mulligan*, Mickey Rooney tv package, starting date unknown. Program will replace *Spike Jones Show*. Agency: Leo Burnett Co., Chicago.

LAMB CITES ANTI-COMMUNIST RECORD IN REPLY TO FCC HEARING LETTER

RECITING long public record of his anti-communist stand, broadcaster Edward Lamb filed formal reply Friday to FCC letter advising hearing is indicated on license renewal bid of his WICU (TV) Erie, Pa.

Filed by former U. S. Attorney General J. Howard McGrath, pleading categorically denied all charges that Mr. Lamb had been member of Lucas County (Toledo) Communist Party, made financial contributions thereto and associated with Communist Party members, particularly during period 1944-48 [B•T, March 29, 15]. Response noted investigation in this matter had been made by FCC five times before with Mr. Lamb being cleared. Petition said in part:

Far from being a Communist, or in sympathy with the aims, purposes and motives of the Communist Party or its minions, respondent Lamb has used all instruments of public information at his disposal, to attack vigorously and effectively the Communist Party and everything it stands for.

Respondent Lamb has never been charged by this Commission or anyone else, with using the communications facilities at his disposal for any purpose other than the very best and highest American ideals, traditions and aspirations. . . .

Despite all underground whisperings, respondent Lamb's conduct and actions unequivocally show, beyond any remote possibility of doubt, that he is a loyal, honorable, forthright, upstanding, courageous American, dedicated to the very best in public service and American ideals.

Exhibits included Mr. Lamb's personal affidavit; statement by Mr. McGrath, top Catholic layman, citing it would be against his religious principles to represent Mr. Lamb if charges were true but his personal investigation found them not true; 1947 letter by Communist Party of Ohio to Mr. Lamb's WTOD Toledo asking time to answer "hostile" programs (not granted), and 1952 FCC letter, to writer inquiring about Mr. Lamb, which said Commission investigation found him qualified to be licensee.

Petition argued burden of proof improperly was put upon Mr. Lamb, who didn't know identity of communists with whom he was alleged to have associated, but denied any such association, "except, possibly as counsel for groups, unions or other organizations" which service he ethically performed without discrimination as to personal beliefs of clients.

McCarthy Ups Murrow Rating

APPEARANCE of Sen. McCarthy on *See It Now* was seen by 38% of tv homes in New York area, according to preliminary rating made by Pulse. Figure is more than double program's normal rating of about 17.5, Pulse said.

Pryor for RTES President

ROGER PRYOR, vice president for radio and television, Foote, Cone & Belding, is official nominee for president of N. Y. Radio & Television Executives Society for 1954-55. Other officers proposed by nominating committee, whose chairman was Robert W. Sarnoff, NBC executive vice president, are: first vice president, Robert Burton, BMI vice president in charge of publisher relations; second vice president, Elliott Sanger, executive vice president, WQXR New York; secretary, Claude Barrere, eastern director, television, BMI; treasurer, Joseph A. McDonald, NBC treasurer.

WAGA RADIO SALES WENT UP, UP, UP IN '53

- **National spot programs** UP
- **Local programs** UP
- **National announcements** UP
- **Local announcements** UP

There's a reason why more advertisers, both local and national, both old and new, used more programs . . . more announcements . . . on WAGA in 1953 than the year before. They discovered and re-discovered that WAGA Radio is alive, wide-awake . . . a potent sales weapon in the ever-growing Atlanta market. Let us tell you how WAGA Radio can be used successfully to build more sales for your products or services.

waga
CBS-Radio in Atlanta

590 on the dial
5,000 watts

Represented Nationally by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

at deadline

St. Louis Merger Opens Way For Second Vhf Grant There

MERGER of St. Louis ch. 4 applicants Friday opens way for early FCC grant to second vhf station in area. Agreement, which involved withdrawal of competing applicants KXOK and Missouri Valley Tv Co., retained KWK as surviving applicant, with options extended to stockholders of KXOK and Missouri Valley. Case has been in hearing. If options are exercised, KWK will be owned 23% by *St. Louis Globe-Democrat*, 28% by Robert T. Convey and associates, 23% by KXOK Inc., 23% by KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul), and 3% by various St. Louis residents who, with KSTP, made up Missouri Valley.

At same time it was announced that Elzey M. Roberts Jr., present president and minority stockholder of KXOK, would divest himself of that interest and together with C. L. Thomas, present general manager of KXOK, purchase the 5 kw 630 kc facility.

Initial Decision in Wausau, Wis.; Other Actions of FCC

INITIAL decision proposing to grant ch. 7 at Wausau, Wis., to Wisconsin Valley Tv Corp. was issued Friday by FCC Examiner Charles J. Frederick following dismissal of competing bid by WSAU there (story page 42). Wisconsin Valley buys WSAU for $170,000 and Charles Lemke, 49% owner WSAU, acquires option for 25% in tv venture. John R. Tomek, 51% owner WSAU, is retained as consultant.

Wisconsin Valley ownership includes WATK Antigo and WFHR Wisconsin Rapids, plus several newspaper publishing firms including Record Herald Co., Wausau. President is John C. Sturtevant.

Six in Boston Contest

BOSTON vhf ch. 5 tv contest increased to six applicants Friday as FCC accepted for filing new bid of *Boston Post*, purchaser of WCOP there for $210,000 from T. B. Baker Jr., Alvin Beaman and Roy V. Whisnand, subject to FCC consent [B•T, March 29]. Other contestants: DuMont, CBS' WEEI, WHDH, Greater Boston Tv Corp. and Massachusetts Bay Telecasters Inc.

KFAZ (TV) Monroe, La., Petition

KFAZ (TV) Monroe, La., operating on ch. 43, petitioned FCC Friday for rule-making proceeding to allocate ch. 13 there and for modification of permit to switch to that vhf facility. Other operating station there is ch. 8 KNOE-TV.

WNBT (TV) Power Increase

NBC-OWNED WNBT (TV) New York was set to increase effective radiated power from 14 to 30 kw, maximum permitted by FCC for ch. 4 in New York, with start of operations yesterday (Sun.), and at same time announced installation of new RCA color transmitter equipment. Hamilton Shea, general manager of WNBC-WNBT, said power increase would expand WNBT coverage to include 8,400 square miles of land area.

Hamrick Heads Va. AP Group

HOWARD HAMRICK, WRNL Richmond, elected president of Virginia AP Broadcasters at Washington meeting Friday, succeeding Charles P. Blackley, WTON Stanton. Others elected: Wendell H. Siler, WRAD Radford, vice president; Frank H. Fuller, AP Richmond bureau chief, secretary; Irvin G. Abeloff, WLEE Richmond, treasurer.

$2.5 BILLION FROM TV

"TV INDUSTRY, including manufacturing, sales and broadcasting, amounting to nearly $2.5 billion last year—$2.5 billion in 1953 from an industry that did not exist in 1946," Charles B. Jolliffe, RCA vice president and technical director, said in talk prepared for delivery Saturday to Michigan Society of Professional Engineers in Ann Arbor. "It appears today that story may well be repeated—in color," he said, noting that color sets are being produced and that color reception is already possible in 35 cities, with estimated 125 tv stations to be equipped for color by year's end, providing coverage for 75% of U. S. tv homes.

CBS Radio Spot Sales Meets With WBBM Chicago

SALES clinic for CBS Radio Spot Sales executives held in Chicago Friday by network's o&o WBBM, with showing of talent and station shows not previously seen. CBS New York contingent then moved on to KMOX St. Louis for similar session. Heading group were Wendell B. Campbell, vice president in charge of station administration; Henry R. Flynn, general sales manager; Milton F. Allison, eastern sales manager; George Castleman, manager of sales development; Sherril Taylor, manager of sales promotion, and Gordon F. Hayes, western sales manager.

Burns, Others Named By ABC Film Syndication

PROMOTION of John B. Burns to midwest manager of recently incorporated ABC Film Syndication Division [B•T, April 5] being announced today (Mon.) by George T. Shupert, president. Mr. Burns, who joined ABC last fall after resigning from CBS-TV Film Sales, will assume complete responsibility of division's midwestern sales operations, with headquarters in Chicago. Miss Lee Francis has been named promotion manager of division, Miss Harriet Feinberg has joined promotion staff.

Forming Baseball Hookup

WORLD News Service is lining up eastern-southern network to carry daily recreations of Brooklyn Dodgers baseball games, according to Richard Eaton, president of World and group of United Broadcasting Stations headed by WOOK-WFAN (FM) Washington. Network will respect home game situation in cities having major and minor league teams.

UPCOMING

April 12-18: National Advertising Agency Network, management conference, Boca Raton (Fla.) Hotel.
April 13: Sigma Delta Chi awards dinner, New York.
April 14: Penn-Del AP Radio Assn., WCAU Radio-Tv Center, Philadelphia.
For other Upcomings see page 120

PEOPLE

EILEEN CUMMINGS, Dancer - Fitzgerald - Sample, N. Y., to Hicks & Greist, N. Y., as timebuyer. **KATHLEEN GREENE,** production assistant on NBC-TV's Martha Raye show, joining agency as traffic manager.

ALICE EVERT, Wyatt & Schuebel, N. Y., to Kieswetter, Baker, Hagedorn & Smith, N. Y., as assistant to Horace Hagedorn, vice president and account executive.

JOHN JACOBS and **CLARENCE BITTING** elected president and treasurer, respectively, of Tele-Q Corp., N. Y., at meeting Friday of board of directors. Mr. Jacobs has been associated with Tele-Q since 1953 and is said to be responsible for engineering many features of automatic prompting system. Mr. Bitting joined company this year from Projection Index Co., Boston, where he was investment advisor.

LLOYD ESPENSCHIED, co-inventor (with Herman A. Affel) of the coaxial cable used to transmit tv programs and telephone conversations across country, retired from Bell Telephone Labs Friday, after 44 years with Bell system.

KEN BEECH, recently with sales service department of ABC and previously with Warwick & Legler, N. Y., to New York radio sales staff of Headley-Reed Co., station representatives. **JOHN BROWN,** advertising counselor for Brown & Bigelow in New York and formerly with WFTL Fort Lauderdale as salesman, joins firm in research and promotion department.

WDTV (TV) Boosts to 100 kw

STEP-UP in power to 100 kw has increased viewing potential of WDTV (TV) Pittsburgh by more than 100,000 sets, Harold C. Lund, general manager, has reported. Many set owners reported that WDTV's ch. 2 signal was reaching them for first time, Mr. Lund said. DuMont-owned station's range has increased between 12 and 15 miles, Mr. Lund said, now encompasses nearly million set owners. In addition to power increase, WDTV installed six-bay antenna as replacement for previous three-bay radiator.

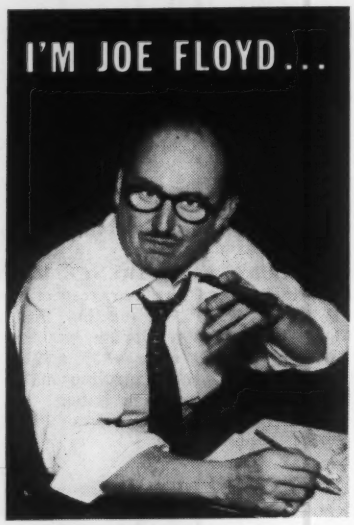
Hyde, Bricker in Film

FCC Chairman Rosel H. Hyde, Sen. John Bricker (R-Ohio) and other notables slated to appear in educational television film which was to be shot at U. of Iowa last Saturday under sponsorship of Educational Television & Radio Center, Ann Arbor, Mich. Others scheduled to appear included Pat Meikle, star of WABD (TV) New York's *Magic Cottage*, children series, and Edward L. Ryerson, board chairman, Inland Steel Corp. George Probst, head of U. of Chicago Round Table, was to produce.

Mutual Appointments Made

ADDITION of Thomas P. Duggan to Mutual station relations department as western representative and John A. Buning as southern representative announced Friday by Robert W. Carpenter, MBS station relations director. At same time Charles King, who joined department Jan. 4 after service as general manager of WKAL Rome, N. Y., was named eastern representative covering MBS affiliates in Northeast. Mr. Buning has been marketing trouble-shooter and advertising coordinator for MacMillan Petroleum Corp. of Los Angeles, formerly was a network sales executive for ABC and also served in executive positions with several Florida radio stations. Mr. Duggan has been with WOR Recording Studios.

I'M JOE FLOYD...



I CONSIDER MYSELF A HELLUVA SALESMAN!

. . . and so are Nord and Sheeley and the other boys on my staff at KELO (radio and TV) Sioux Falls. We'll go behind a counter to sell goods if necessary. Yes, we've actually had to do that more than once when commercials on KELO brought more customers into a store than the merchant's own sales clerks could handle. What do you have to sell that you'd like extra action on? KELO will get it for you —in husky sections of four states.

WINNER of Billboard's TV Merchandising Award

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.

JOE FLOYD, *President*

NBC (TV) PRIMARY

ABC • CBS • DUMONT

NBC (Radio) Affiliate

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: **$7.00.** Annual subscription including BROADCASTING Yearbook (53d issue): **$9.00,** or TELECASTING Yearbook (54th issue): **$9.00.** Annual subscription to BROADCASTING • TELECASTING, including 54 issues: **$11.00.** Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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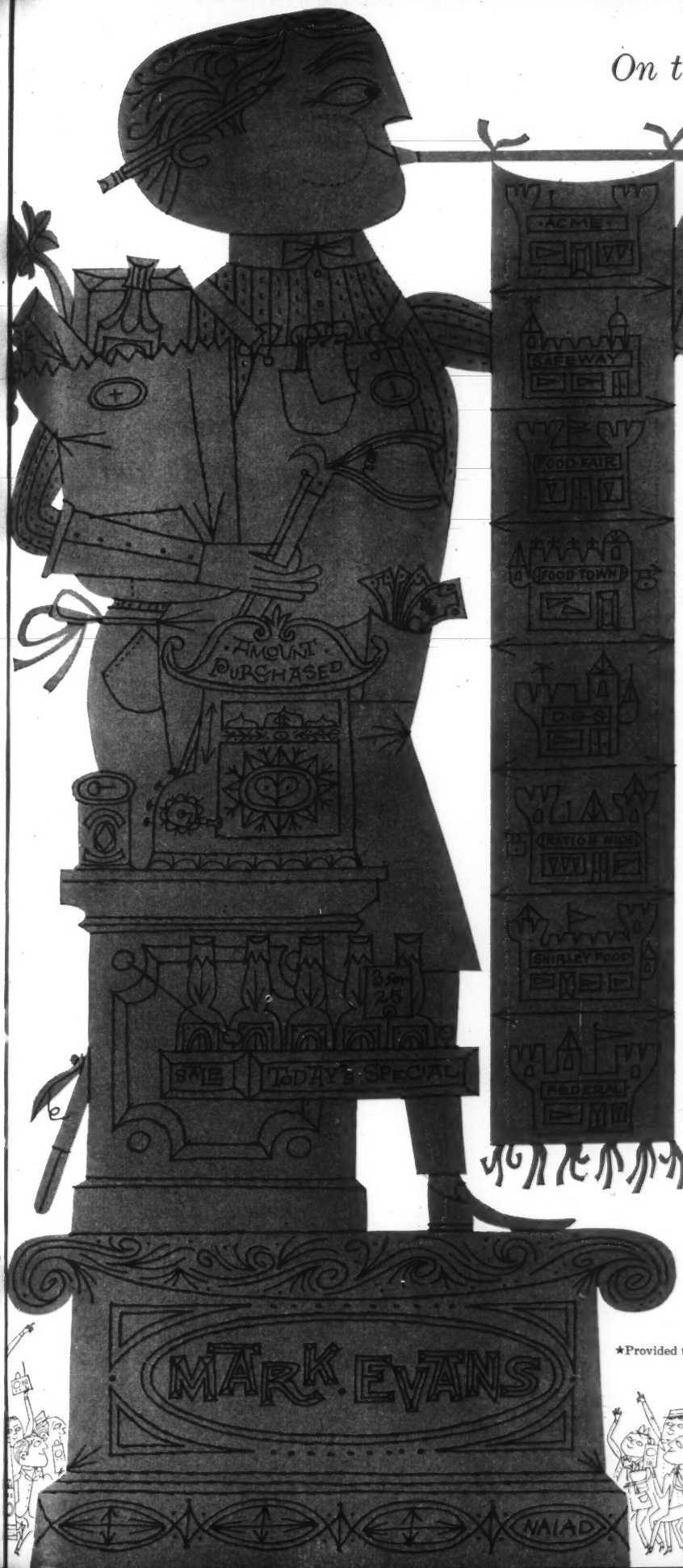
On the Washington scene...



He presents an impressive figure!

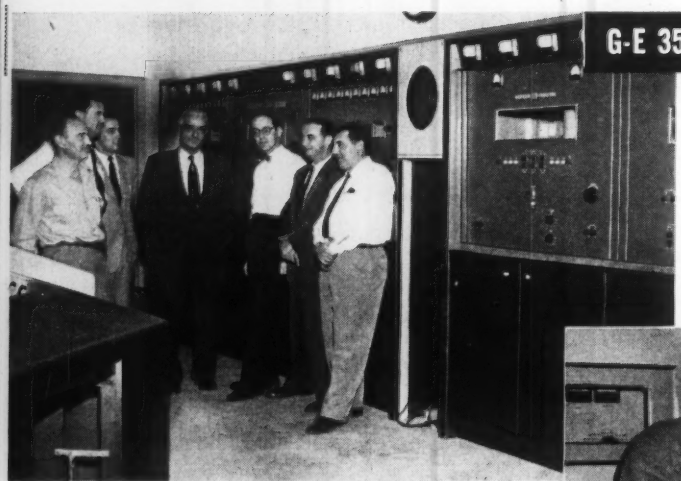
This year, our Mark Evans and the products he sells* will be prominently displayed in 9 out of every 10 supermarkets in the entire Washington metropolitan area. Unprecedented in Washington broadcasting history, Mark Evans Brand Wagon Weeks present the advertiser with **5,840 store days per product** of solid point-of-sale merchandising. No wonder the National Food Brokers Association named Mark "the Oscar winner of the grocery world"...and advertisers call him the most sales-effective personality in all Washington radio and television!

WTOP RADIO
Represented by CBS Radio Spot Sales

WTOP-TV
Represented by CBS Television Spot Sales

★Provided they have store distribution

4 out of 5



G-E 35 KW

KNXT...Channel 2...CBS flagship station. This installation is already capable of transmitting color at full 35 KW rating. At the meeting pictured left, KNXT officials conferred with General Electric sales representatives. (l. to r.) Dick Seitz (CBS, L.A. transmitter supervisor), F. V. Larkin, C. Smith (G.E.), Les Bowman (chief engineer), Joe Stern (CBS, N.Y. engineer), F. R. Walker (G.E.) and E. Cousy (CBS, N.Y. engineer).

G-E 20 KW

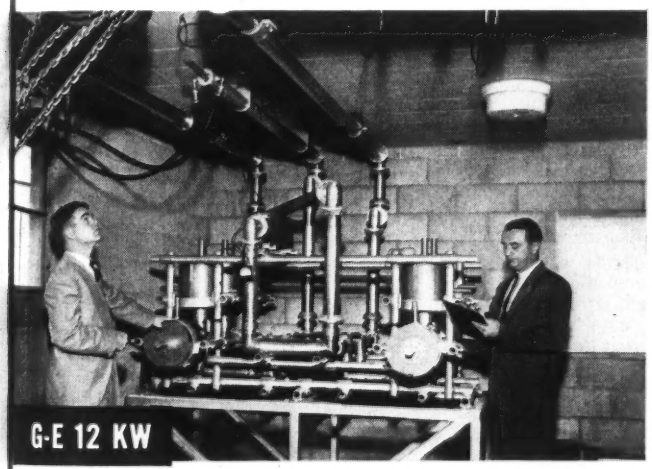
KABC-TV...Channel 7...ABC Affiliate—Licensed to American Broadcasting—Paramount Theatres, Inc. Extra effort went into every phase of KABC-TV's planning. The station employed Kear & Kennedy as engineering consultants. A *special* G-E 6-bay antenna was recommended and installed to provide correct null fill-in for the Los Angeles market area. Shown here are (l. to r.) Cam Pierce (chief television engineer), John Stagnaro (transmitter supervisor) and Phil Caldwell (manager of engineering).

G-E 20 KW

KTTV...Channel 11...DuMont Affiliate. Owned by the widely known and respected publishers of the Los Angeles Times and Mirror, KTTV went on the air more than five years ago. This station is particularly noteworthy for its use of a competitive transmitter as a driver to obtain high power with G-E equipment. Ed Benham, chief engineer (right), is responsible for much of the success KTTV has enjoyed. Also inspecting the G-E transmitter are F. R. Walker, G.E. district manager and T. F. Quigley, transmitter supervisor (kneeling).

HIGH POWER STATIONS buy G-E

LOS ANGELES BROADCASTERS CAP MOUNT WILSON WITH G-E TRANSMITTERS



KBIC-TV... Channel 22 .. John Poole Broadcasting Co. Well established in broadcast radio circles, this company entered the TV picture early last year after nearly *five years of UHF experimentation.* Their logical transmitter choice...a G-E 12 KW high power UHF unit. With "a product that's tailored to fit listener needs" KBIC-TV will serve the country's third largest market from a mile above metropolitan Los Angeles. Their filter diplexer is examined by Jim Garrett (left), transmitter supervisor, and Bob Walker of General Electric. John Poole's television outlet in Fresno, KBID-TV, chose G-E high power, too—another 12 KW UHF pioneer station.

WHENEVER station officials go out to buy the best in broadcast equipment—G-E high power transmitters win in a walk. Take those stations in Los Angeles... probably the most competitive TV market in the nation today. Nearby Mt. Wilson, alone, has five high power transmitters on it. But for complete coverage of the area and for strong picture signals... only one transmitter in the industry is considered outstanding by an almost unanimous choice. And that transmitter is General Electric—chosen by majority vote... 4 out of 5! Why not put your station on the "power team"... on the winning team! Get the *complete* G-E story today from our local broadcast field representative. Or if you prefer, write direct to:

General Electric Company, Section X244-12
Electronics Park, Syracuse, New York

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

for the best in
"LISTEN-APPEAL"
it's

KGER 5,000 WATTS SOUTHERN CALIFORNIA
Los Angeles • Long Beach
for inspirational programs

KOME 5,000 WATTS OKLAHOMA
Tulsa
for your musical moods

KUOA 5,000 WATTS ARKANSAS
Siloam Springs
for regional farm features

The Stations of the American Home
Owned and Operated by

BROWN SCHOOLS, inc.
John E. Brown, Sr., Pres.

You can get choice program or spot availabilities in these three great market areas. Buy all three stations as a package, or any one individually. Call or write today.

Represented nationally by Gill-Perna Inc.

THE WORLD WE LIVE IN

Network: ABC Radio
Time: 9:30-10 p.m. EST (premiere, April 2)
Producer-Director: Sherman H. Dryer
Narrator: Charles Penman
Writer: Various
Source Material: *Life* magazine's serial, "The World We Live In"
Music: Ralph Norman

EDUCATIONAL radio at its best is typified by the new serial, *The World We Live In,* an oral documentation of the highly-acclaimed series that has appeared in *Life*. If the high level of the initial program is maintained, with its emphasis on education and the sense of the dramatic, ABC Radio should have a ready audience among those who are puzzled, but still intrigued, by the world around us.

The first episode, titled "The Earth Is Born," traces the concepts of the origin of the earth from the time of Aristotle up to the present. With Charles Penman providing an informative commentary, scientists through the centuries are introduced in a dramatic sequence in which they speculate on the ways the earth was formed. In turn, the contributions of Aristotle, Cosmo de Medici, Copernicus, Fra Giordano Bruno, Galileo, Newton and Prof. Thomas Chamberlain are presented.

The program generates a quality of mystery with narrator Penman pointing up the significance of each contribution and touching upon areas still to be explored. A word of commendation is in order for the excellent mood music by Ralph Norman.

* * *

PRESIDENT'S REPORT

Networks: ABC, ABC-TV; CBS, CBS-TV; DuMont; NBC, NBC-TV; Mutual
Time: Tues., 8:30-9 p.m. EST (except CBS which broadcast the speech from 10:30 to 11 p.m.)
Speaker: President Eisenhower
Producer: Robert Montgomery

PRESIDENT EISENHOWER talked to the people last Tuesday night—man to man.

It was a friendly chat, its serious subject unmarred by any viewer's sympathetic distress over the speaker's delivery. That could not be said of many of Mr. Eisenhower's earlier tv appearances, even after he was in the White House.

Whether Ike learned the lesson alone, or whether his friend and advisor, actor-producer Robert Montgomery, taught it to him one can only surmise. Probably it was a little of both. But the relaxed unpose of the President was more than a little like the superb ease of the experienced Mr. Montgomery.

Ike used no prepared text but relied on cue cards to jog his memory on points he wanted to discuss. The cards, 3 by 5 ft., were printed in letters 2½ inches high, and Mr. Montgomery and Robert Kieve, White House aide, shifted them as necessary. The President kept track of the time by a large clock on the wall facing him. It was thought necessary for Press Secretary Jim Hagerty, at one side, to cue newsreel men to make sure their cameras were rolling during important passages.

Lighting, under the expert guidance of Mr. Montgomery, was excellent. When the occasional Eisenhower grin flashed, the result was natural and warm as compared with the overlighting that gave skin tones of some earlier telecasts a chalky pallor. The President spoke calmly and without effort, as at home as a southern colonel sipping mint julep on his veranda. His demeanor gave additional assurance to the President's message urging his countrymen not to be afraid.

THE PRESIDENT
At home on television

* * *

LIGHTS, CAMERAS

At the outset of the President's telecast, there were a few uneasy moments that gave the jitters to the tv production crews working on the program. President Eisenhower mistook a newsreel camera off to his left for the tv camera into which he should have looked. Mr. Montgomery was quick to see the President's mistake and hastily directed him to the camera telecasting the show.

It was explained later that the error was a logical one. Two tv cameras are usually used for Presidential appearances. A red light on either at a specific time tells the President which lens he should look into. Last Monday, only one tv camera picked up the President's address, eliminating the necessity for the light cue. But a newsreel camera in the studio did have a red light burning, which accounted for the President's momentarily misdirected gaze.

* * *

BOOKS

THE LANGUAGE OF DYNAMIC PSYCHOLOGY AS RELATED TO MOTIVATION RESEARCH, by Joseph W. Wulfeck and Edward M. Bennett. McGraw-Hill Book Co., 330 W. 42d St., N. Y. 111 pp. $4.

AN Advertising Research Foundation publication written by two assistant professors of psychology at Tufts College, this book may be of some use to advertising executives in determining the motivating forces that govern human behavior as reported by psychologists, sociologists, psychiatrists and others. It is a dictionary of definitions of terms used in cultural anthropology, philosophy, psychoanalysis, social psychology and statistics.

* * *

AUTOMATIC RECORD CHANGER MANUAL. Published by Howard W. Sams & Co., 2201 E. 46th St., Indianapolis 5, Ind. 288 pp. $3.

THE FIFTH of a continuing series of Photofact books on record changers and tape recorders, this booklet provides data based on laboratory examination and is complete with photographs, "exploded view" diagrams and parts lists. Included are writeups of adjustments, change cycle descriptions and service hints.

A SALUTE to GENERAL FOODS

ASCAP—The *Thirty-five hundred* members of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, will long remember with pride and gratitude the evening of Sunday, March 28th, 1954.

The hour and one-half televised tribute, so warmly deserved, to ASCAP members

RODGERS AND HAMMERSTEIN

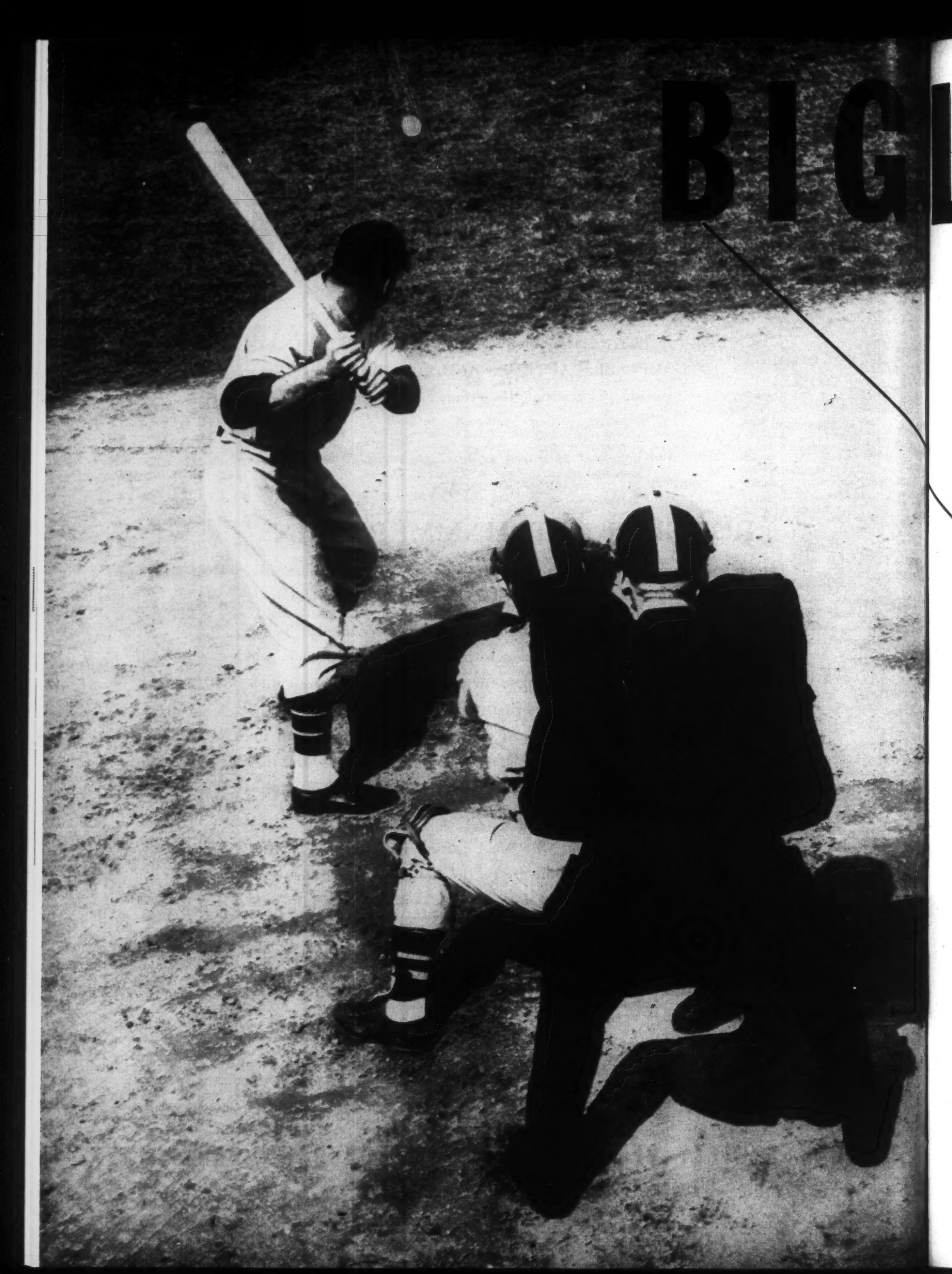
presented before a nation-wide audience, unprecedented in the annals of televised entertainment, performed a two-fold public service:

As it channeled inspiration and enjoyment into the American home, it brought inspiration and resolution to fellow composers, authors and publishers of ASCAP to the end that our members will never rest their creative labors in their search to bring words and music into the homes of not only the 160,000,000 lives of our good people, but indeed the peoples of the world. If songs are ambassadors of good will—and they are—then Rodgers and Hammerstein are truly Ministers *with* Portfolios bulging with harmony for a troubled world.

Understandably then, and with good reason, we salute GENERAL FOODS on its Twenty-fifth Anniversary, the ASCAP-licensed telecasters who with miraculous perfection bore the enchanting artists into your presence, and above all RICHARD RODGERS and OSCAR HAMMERSTEIN II for their genius that through the years has so richly endowed the ASCAP repertory.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.


BIG

LEAGUE

CRACK! There it g-o-e-s; another BROADCASTING • TELECASTING advertiser's ad sizzling dead-ahead for a record-breaking run.

The batter's B•T, the newsweekly of radio and tv whose every page clicks with on-the-spot news *to be found nowhere else.*

Little wonder: B•T has the *largest* editorial staff in its field. B•T has the *most* news and the *most* features. B•T has the *greatest* advertising volume. B•T has the *most* paid circulation based where it counts.

Want all-hit, all-run results from your advertising promotion? Then team up with B•T. It's the walk-away pennant winner!

Station Sales hit a high note with...

The WAYNE KING Serenade

...An RCA Thesaurus show*

Looking for increased sponsor sales? High ratings? Bigger income? Better look into this *Thesaurus* success story.

From all parts of the country we've been getting sponsor comments like these: "Volume of sales tripled" – WESA (Charleroi, Pa.). "Business increase of 11% traceable to show" – KSUM (Fairmont, Minn.). "Most successful program ever used" – WPAR (Parkersburg, W. Va.).

KRLD (Dallas, Tex.) leads 16 competing stations with a Pulse rating of 28%; WMT (Cedar Rapids, Iowa) reports a Hooper of 27.7; "Conlon rating 32.1%! Same sponsor with show over 78 weeks. Getting a talent fee." – WKPT (Kingsport, Tenn.).

There's lots more to this story: many other *Thesaurus* shows, too, have had similar outstanding sales success. Why not add your name to the growing list?

Write, wire dept. **B4** or phone nearest *Thesaurus* office (see below) for audition disc and complete information on the Wayne King Serenade or any of the 30 *Thesaurus* "Big name shows for low-budget sponsors."

**Thesaurus Success Story #1*

RCA recorded program services

Radio Corporation of America, RCA Victor Division
630 Fifth Avenue, New York 20, N. Y. – JUdson 2-5011
Chicago, Hollywood, Atlanta, Dallas
TMKS

OPEN MIKE

Building Car Listening

EDITOR:

. . . During the last two months I have had occasion to take three motor trips ranging from 325 to 650 miles from home. After I am 75 to 100 miles from Pueblo I have no more idea where on my dial I shall be able to tune in the nearest or the best reception than a man in the moon . . . On these three trips there were only three or four roadside signs telling me the network affiliate or the kilocycles . . .

Each station spending $300 or $400 on medium to small road signs with the kilocycles in Scotchlite could get the job done and no one would be hurt . . . I feel the radio stations are losing a golden opportunity to do a good job of public relations to the traveling public and to the town or city from which they broadcast.

R. B. Flemons
R. B. Flemons & Sons Adv.
Pueblo, Colo.

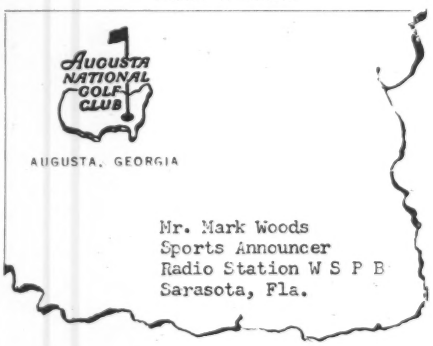
Back in Harness

EDITOR:

Ever wonder what happened to Mark Woods? You'll recall he retired from the ABC presidency several years ago after having served for a quarter-century in radio's top echelons.

Well, here's documentary evidence of what he's doing.

Name Withheld



[EDITOR'S NOTE: The Florida correspondent who intercepted the envelope reproduced above reports that Mr. Woods will "cover" the Augusta National golf tournament.]

One and Only

EDITOR:

APRIL 5 BROADCASTING • TELECASTING PAGE SEVEN REGARDING KFYO AFFILIATION WITH CBS RADIO STATEMENT IN ERROR. KFYO WILL NOT OPERATE AS A DUAL AFFILIATE WITH CBS AND ABC... KFYO WILL BECOME A FULL TIME AFFILIATE WITH CBS RADIO NETWORK ON JUNE 1, 1954 AND WILL NOT OPERATE DUAL AFFILIATION WITH ANOTHER NETWORK. . .

GORDON THOMPSON
GENERAL MANAGER
KFYO LUBBOCK, TEX.

Fm for Hi-Fi

EDITOR:

. . . As to am broadcasters, generally, making much of a successful play for the so called hi-fi audience, I doubt it for the following reasons:

It is not, engineering wise, economical or practical (in most cases) for the am broadcaster to upgrade the technical performance of his facility, even in the intense signal area, to meet the wider range reproduction standards, which are a prime requisite, and 30 cycles to 15 kc response is only one of the necessary requirements.

If a 50 kw am station actually met the required standards of transmission, its program service would be properly listened to only in a very small part of its accustomed coverage area. This would be brought about by the inordinate amount of interference produced by co-channel and adjacent channel services. Its own wide band service would also produce an illogical increase in interference to the service of other stations.

An fm station, with a fraction of the effective radiated power, could do an incomparably better and more efficient job over a larger area . . .

Transcending all technical problems is the question of how an am station would or could afford to program, so as to satisfy the quite discriminating tastes of the subject audience as to type and content, and at the same time, not repel a significant part of the mass audience, upon which its current rating probably mainly depends.

The answer is, in my opinion, to selectively program for and selectively sell this audience through fm, wherever there is a will, energy, wherewithall and the understanding necessary to build it.

Gerald R. Chinski,
Technical Dir.
KXYZ Houston, Tex.

Here to Stay

EDITOR:

WHUM-TV joins with many other uhf stations who I am sure have written to congratulate you on your report of the symposium on "Uhf Television—Boom or Bust" conducted during the recent IRE convention [B•T, March 29].

It seems to me there has been too much negative thinking about uhf television, and not enough positive. Matter of fact, most of the stuff you hear is a lot of misinformation along the lines of . . . "I heard it from a friend of mine whose Aunt Tillie knows a guy who knows a fellow, etc. . . ."

I say, Rubbish! . . .

Keep on giving the facts. Uhf is here to stay.

Robert M. Reuschle,
Nat'l Sls. Mgr.
WHUM-TV Reading, Pa.

Plea for Realism

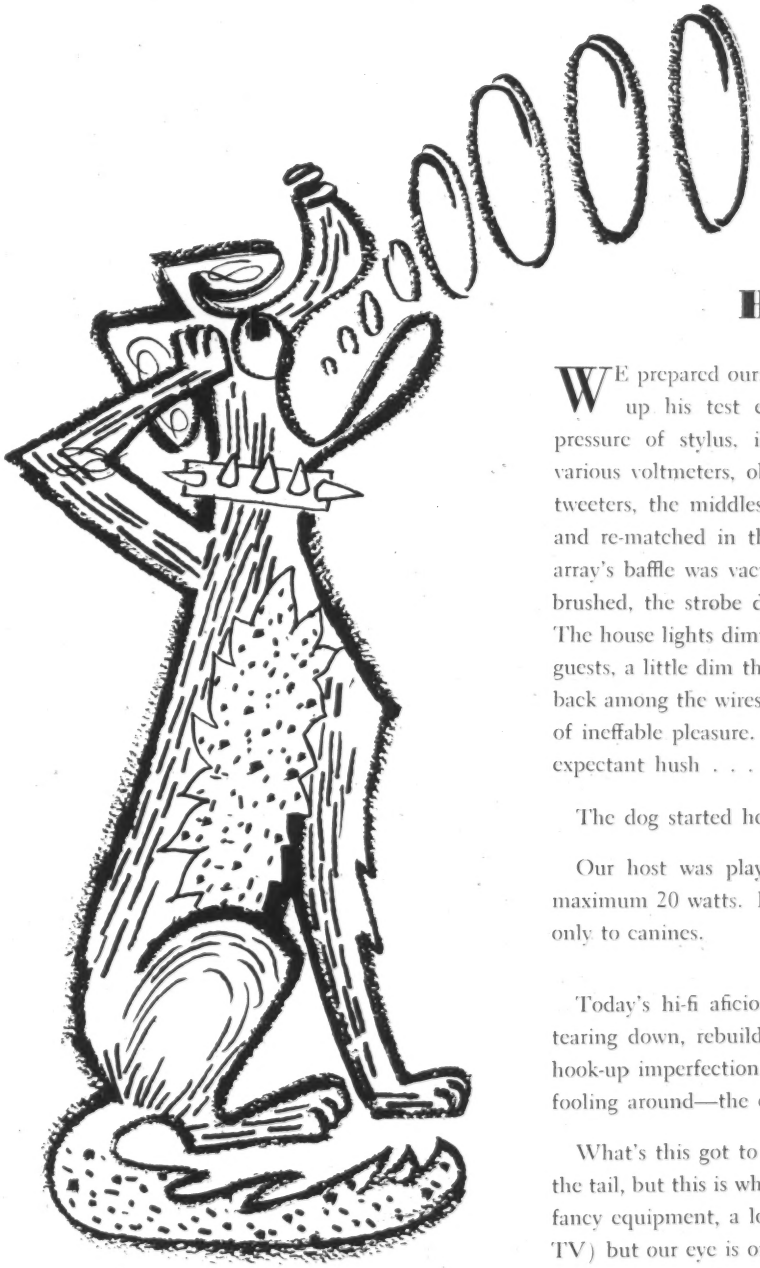
EDITOR:

I cover the four state area of the Southwest calling on tv stations only. At present a total of 40 stations exists in my territory and they are popping up like flies all around us.

Everywhere I go (with a few exceptions) I see lavishness, high investment, large overhead. The more I see, the more firm are my convictions that the only answer to especially the uhf station is a minimum operation. This means low-priced studio equipment for film and live. This means a transmitter room right behind the control room, one studio and not more than a total of an eight-man staff. This means a simple, rectangular building immediately adjacent to the tower. . .

The major prerequisites for starting any business can be summed up in keeping the initial investment small, maintaining a minimum essential overhead, and operating efficiently. Today this is possible in television . . . Forget about imitating the big boys. They are making money because they were here first. . .

Mort Zimmerman, Pres.
Commercial Electronics Corp.
Dallas



HI FI DO

WE prepared ourselves for a New Experience. The host revved up his test equipment, checked roll-off, measured gram pressure of stylus, interpreted the cathode-ray oscilloscope and various voltmeters, ohmeters, and a wave-distortion analyzer. The tweeters, the middles, the woofers had their impedance matched and re-matched in the crossover network; the air in the speaker-array's baffle was vacuum cleaned, the needle brushed, the record brushed, the strobe disk read for turntable speed. All was ready. The house lights dimmed (and why not, with all that load?). The guests, a little dim themselves after an hour of preparation, settled back among the wires, coils, tubes and tools for a sound experience of ineffable pleasure. The needle found the groove, there was an expectant hush . . .

The dog started howling.

Our host was playing his favorite record—at the equipment's maximum 20 watts. It was a frequency test record, audible in part only to canines.

* * *

Today's hi-fi aficionados resemble radio fans of the early 20's, tearing down, rebuilding, getting neurotic about real or imagined hook-up imperfections, often losing sight of the purpose of all the fooling around—the enjoyment of sound.

What's this got to do with WMT? It has to be dragged in by the tail, but this is what it has to do with WMT. We have a lot of fancy equipment, a lot of power (5,000 watts AM, 100,000 watts TV) but our eye is on the target: building audiences that buy our sponsors' products.

The Katz Agency will supply hi-fi proof.

WMT and WMT TV

CBS for Eastern Iowa

Mail Address: Cedar Rapids

Represented Nationally by The Katz Agency

"THE MORE THE MERRIER" WE ALWAYS SAY . . .

WBNS-TV takes great pride in its fast growing group of national promotion awards.
Last year WBNS-TV received the Billboard, duPont and Sigma Delta Chi plaques.

So far this year 4 more have been added!

Namely:

- ★ *Billboard's* Film Service Poll awards (one first place, two second places, one third place and one specific mention)
- ★ *Billboard's* Audience Promotion award.
- ★ *Billboard's* Merchandising Promotion
- ★ *Zenith Television* award (for public service programming, received by WBNS-TV's Fern Sharp for her "Sharp Comments" series)

WBNS-TV accepts these honors as a responsibility. The high standard of operation which made possible these awards will continue to provide top ranking service and programming on both national and local levels.

WBNS-TV
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*
REPRESENTED BY BLAIR TV

CHARLES B. GANZ

on all accounts

A STAUNCH supporter of radio as an advertising medium and of the independent radio station as a selling force is Charles B. Ganz, president of Smith & Ganz Inc., Hollywood advertising firm.

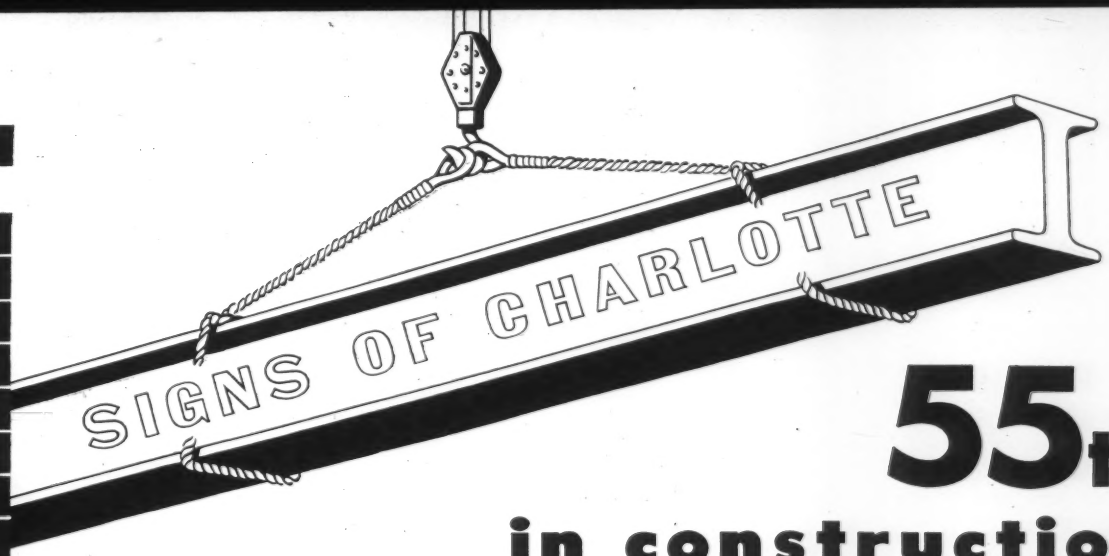
Most of the firm's $300,000 billings for radio and tv (mainly radio) in its 10 months of existence have been for local and regional advertisers, lending authority to the veteran agency executive's contention that "tv has outpriced itself for the local advertiser."

Within the specialized field of the Hollywood firm, that of lead-deal and mail-order selling for such firms as Hall-Howard Co. and Save-by-Mail Inc., both N. Y. and Ransom Insurance Agency (American Family Hospital Plan), Los Angeles, Mr. Ganz states radio always outproduces in volume-for-cost against tv.

Over the years, Mr. Ganz has worked out a campaign which he guarantees to sell any product. Concisely, it is to buy a 7-day schedule of 30 second spot announcements throughout the broadcast day, one every 15 minutes, on a minimum of 4 independent stations on 4 different dial positions.

Born in New York 49 years ago, he attended public and business school there. Starting his business career early, he sold his first life insurance policy at the age of 16, later becoming the youngest branch manager for Equitable Life Assurance Co., New York, at 21. Moving to California in 1926, he entered radio two years later as an account executive for KGFJ Los Angeles. After 12 years as a station time salesman, he joined Allied Advertising Agency, Los Angeles, as account executive, moving to Smith, Bull and McCreery Inc., Hollywood, in a similar capacity five years later. He became secretary-treasurer of Walter McCreery Inc., Beverly Hills advertising firm, in 1949, leaving to form a partnership with the late Richard (Dick) Smith in April 1953. Six weeks after the new firm was established, Mr. Smith died and Mr. Ganz took over full management of the firm.

In March 1933, when President Roosevelt took office and closed the banks, Charles Ganz, like many others, found himself in the embarrassing position of having no ready cash on hand. Intensifying his embarrassment was the fact he was to marry the former Alice L. Camp. He laughingly remarks his marriage began on credit. These days besides reading and trying to keep up with two lively daughters, Patricia, 14, and Sharon, 11, he spends much time doing the odd jobs around home in the Westwood section of Los Angeles.



55th in construction

The signs of Charlotte are signs of a market more important by far than city size indicates. For proof, consider construction.

In 1953, Charlotte—72nd in city size—was 55th in total construction. Its total roofed the next two buildingest Carolina cities combined, and was third only to Baltimore and Washington in the Fifth Federal Reserve district.

On a per capita basis, Charlotte's construction was *more than twice* that of Washington or Baltimore.

Charlotte's out-size construction bill mirrors not only city but area needs. For Charlotte uniquely serves, in myriad specialized fields, a rich and populous area which has no other metropolitan resource.

Important among the city's metropolitan services are Jefferson Standard Broadcasting Company's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. These great advertising media—planned and operated for area coverage—blueprint a massive market, ranking by many significant tests among the first 25 in the nation.

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

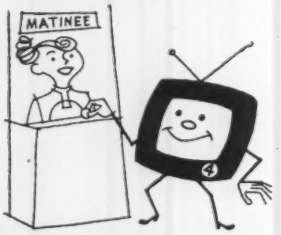
WBT-WBTV

CHARLOTTE, N. C.

The Radio-TV Services of the Jefferson Standard Life Insurance Company

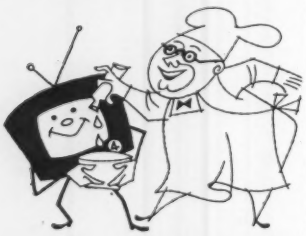
3 OVER 4

three more reasons
why sales results
are better on 4...



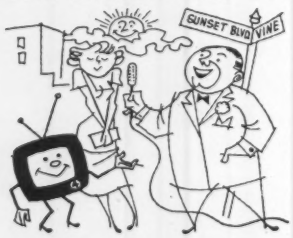
FRANDSEN'S FEATURES

with Sales-Showman
Tom Frandsen and
Feature Films 1-2:15 P.M.



KEY to the KITCHEN

with Sales-Showman
Mike Roy and the
"Dream Kitchen" 2:30-3 P.M.



McELROY at SUNSET

with Sales-Showman
Jack McElroy at
Sunset & Vine 6-6:45 P.M.

PARTICIPATION PROGRAMS

Monday thru Friday

KNBH-4

HOLLYWOOD

NBC Spot Sales

our respects

to EDWARD VINCENT SULLIVAN

A RUGGED-FACED sportswriter-turned-columnist named Edward Vincent Sullivan—whose poker table mien and brittle Irish wit have carried him through a lifetime newspaper career and a depression-era fling at radio, climaxed by a highly successful venture into television—has been knighted with a rather unlikely sounding title: "America's No. 1 automobile salesman."

This acknowledgment of Ed Sullivan's inside and outside salesmanship on behalf of the 1,700 Lincoln-Mercury dealers who sponsor his CBS-TV *Toast of the Town* did not come about through the ballyhoo of some happy press agent. In two years the stern-visaged "toastmaster" has traveled 100,000 miles to meet his sponsors in person and to make appearances tied in with Lincoln-Mercury advertising's "Modern Living" theme.

That his L-M dealer-sponsors are pleased with the arrangement is patent. Three Sundays ago they completed five years of sponsorship for *Toast*, which began June 20, 1948. Never before, their ad budget says, has a single individual been so directly responsible for the sale of so many automobiles.

Between shows the 51-year-old television personality and Broadway columnist, a grandfather of two weeks, is making 40 trips a year around the country, emceeing at fashion, furniture and carpet shows and various traffic-building projects put on by major department stores. As a side bet he also appears at charity fund appeals and public service functions.

Proud of being born in New York, in 1902, Mr. Sullivan moved with his family to Port Chester, N. Y., after his twin brother Daniel died. He attended St. Mary's parochial school and Port Chester High School, where he won 12 letters in sports and captained its champion baseball team.

After leaving school, Mr. Sullivan became sports editor of the Port Chester *Daily Item* at $10 a week. He also wrote obituaries and covered town board meetings and police. He joined the old New York *Evening Mail* in 1920 as a sportswriter.

From the *Mail*, he went to the *World*, the *Morning Telegraph* and the *Graphic* as sportswriter. After 12 years of sports he became a Broadway columnist and shifted later to the *Daily News*, establishing his "Little Old New York," which he still writes.

Ed Sullivan not only co-produces and emcees *Toast of the Town*, but arranges for most of the acts. On his show have been such luminaries as Bob Hope, baseball's Leo Durocher, Irving Berlin, Ann Jeffreys, Oscar Hammerstein II and Richard Rodgers, Gen. Jonathan Wainwright, and boxing's Georges Carpentier, Barney Ross and Joe Louis. His biographical sketches on *Toast* have included such people as Sam Goldwyn, Walt Disney and Sophie Tucker.

As a Broadway columnist he branched out into vaudeville, radio and benefit shows in the early 30's. His "Dawn Patrol" stage troupe has trod the boards for years and starred some of the nation's leading entertainers.

Mr. Sullivan is well known for the charity affairs he has arranged, especially during World War II. His big show for Army Emergency Relief grossed $226,500, which is claimed to have broken all records for a one-nighter. Later his gross for the American Red Cross at Madison Square Garden passed that figure with $249,000. The armed forces cited him five times for selling war bonds and taking shows to military hospitals during the war years.

Ed Sullivan made his radio debut on CBS in 1932 with his own program and introduced to the airwaves such notables as Jack Benny, Jack Pearl, George M. Cohan, Florenz Zeigfeld, Jimmy Durante, Gertrude Niesen, Jack Haley, Frances Langford and Irving Berlin.

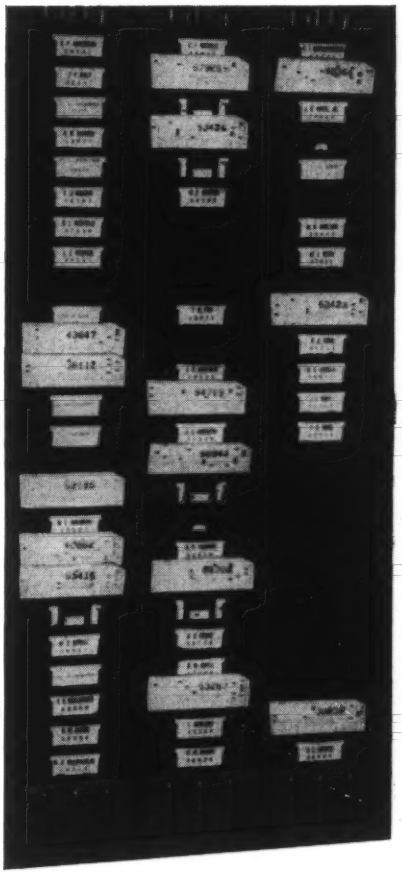
He feels one of his most important accomplishments in radio was bringing Jack Benny to that medium. He met the comic in a Broadway restaurant one night in May 1932 when vaudeville was going out and radio was coming in, and invited him to be guest on his CBS program. Mr. Benny accepted reluctantly because he "didn't know anything about radio." In 1942—on his 10th anniversary on the air—Mr. Benny repeated on his own program the script of the original Sullivan broadcast.

Mr. Sullivan married Sylvia Weinstein in 1929. Their daughter, Betty, who is married to Lt. Robert E. Precht Jr., presented them with a grandson March 29.

Ed Sullivan's wide acquaintance with celebrities of the sports and show worlds and his experience as a vaudeville trouper, stager of benefit rallies and as a big-name newspaperman, helped get his *Toast of the Town* off to a brilliant start in 1948. With his 30 years of work on New York dailies and as a columnist writing from Broadway, Hollywood, Europe and Latin America, he has made friends with many people in the public eye.

Mr. Sullivan has no intention of dropping out of tv as he did out of radio. About that, he says:

"I was on the ground floor of radio and dropped out of it, like a big dope. Now, I'm in on the ground floor of television, and I'm not giving up my lease until the landlord evicts me."



THIS IS A TIME CLOCK...

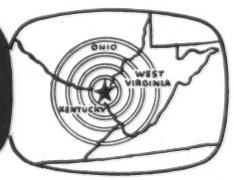
We present it as a practical symbol of the vast industrial momentum that makes our part of the nation so important.

Throughout 116 active counties in five states—all served by WSAZ-TV—you'll find thousands and thousands of time clocks. Day after day, they record the working hours (and earning powers) of people whose skills have helped make this Ohio Valley the veritable industrial heart of America.

Here's a market of jackpot dimensions—in area...in number of families...in annual income...in buying power (*and* inclination to buy)...in rate of growth. Many of the nation's best-known industrial names swell its prosperity with their payrolls, adding to a total income that now tops *four billion dollars a year!*

Only *one* television station commands all this vista, reaching into its homes with a persuasive influence on buying habits that is wondrous to have working for you. Many top advertisers have discovered the selling power of WSAZ-TV. It can work as well for you.

WSAZ



TELEVISION

Huntington-Charleston, West Virginia

Channel 3—100,000 watts ERP—NBC-CBS-Du Mont-ABC

Affiliated with Radio Station WSAZ.

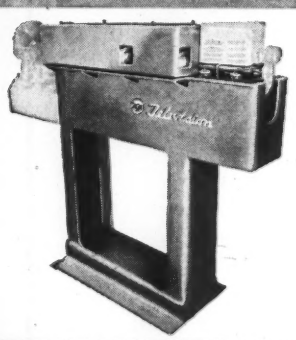
Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

NEW VIDICON

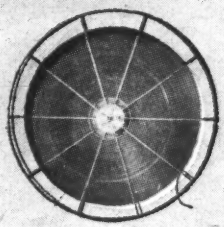
RCA's Superior

For MULTIPLEXING, or direct use!



RCA's TK-21 Vidicon Film Camera can be used with RCA's Multiplexer, TP-11, for multiple picture inputs (see illustration opposite page). Or, it can be mounted directly on any of the RCA TV Projectors—such as the TP-16, TP-35, or TP-6A (see above).

film-camera

film  camera chain

DEVELOPED HAND IN HAND with the new RCA-6326 VIDICON tube, RCA's TK-21 Film Camera does for *film* picture quality what the RCA Image Orthicon Camera has done for *"live"* picture quality.

"Live" picture sharpness!
For unsurpassed picture detail, choose the RCA Vidicon film camera! It's the only film pick-up system with enough signal output (and low enough noise in the signal) to use *aperture response correction.* Aperture response correction brings picture detail to maximum sharpness (detail resolution, 100% at 350 lines) while holding a high signal-to-noise ratio. *Benefit:* You produce finer film pictures . . . with a quality you get from your studio camera.

"Live" picture contrast!
The RCA Vidicon adds "studio" realism to your film pictures. The gamma characteristic of the Vidicon tube is ideal for film reproduction . . . 0.65, constant over a dynamic range of 150 to 1. *Benefit:* You get more realistic film pictures than ever before possible.

Low light source requirements!
The high light sensitivity of the RCA VIDICON film camera enables you to reduce projection lamp voltage, reduce heating, increase lamp life substantially.

Edge-lighting, shading eliminated!
The RCA VIDICON operates entirely without edge-lighting, electrical shading, and any other form of supplemental lighting. Benefit: You adjust "wall focus" and "beam" from day to day . . . *then this camera virtually runs by itself.*

RCA VIDICON Film-Camera Chain TK-21 includes:

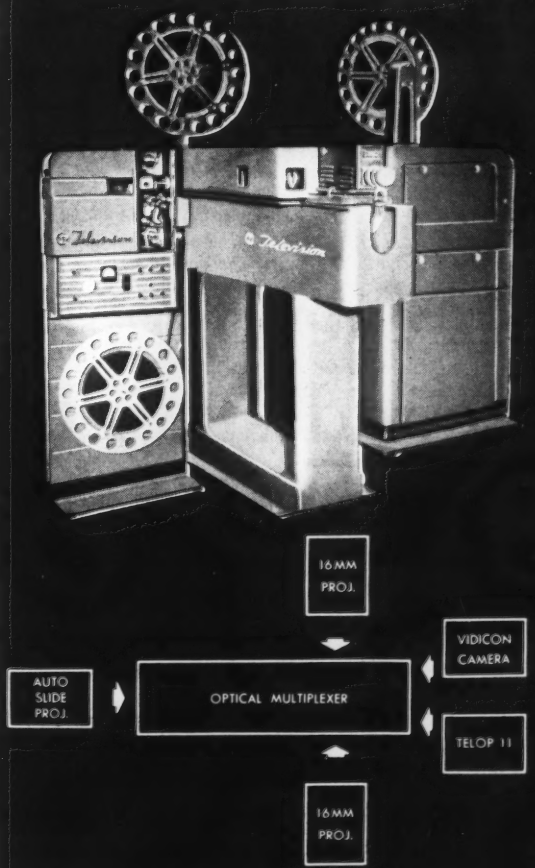
- 1 VIDICON Camera MI-26021
- 1 RCA-6326 VIDICON Tube MI-26671
- 1 Control Chassis MI-26061
- 1 Deflection Chassis MI-26081
- 1 Remote Control Panel MI-26241
- 2 WP-33B Power Supplies MI-26085-B
- 1 TM-6B Master Monitor MI-26136-A
- 1 Master Monitor Kinescope MI-26655
- 1 Master Monitor C-R Tube MI-26665
- 1 Blower MI-26579-B
- 1 Console Housing MI-26266-B
- 1 Camera Cable & Connectors MI-26725-A10

For the finest TV film reproduction you've ever seen, specify an RCA VIDICON film-camera system. Ask your RCA Broadcast Sales Representative for technical details. In Canada, write RCA-Victor Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

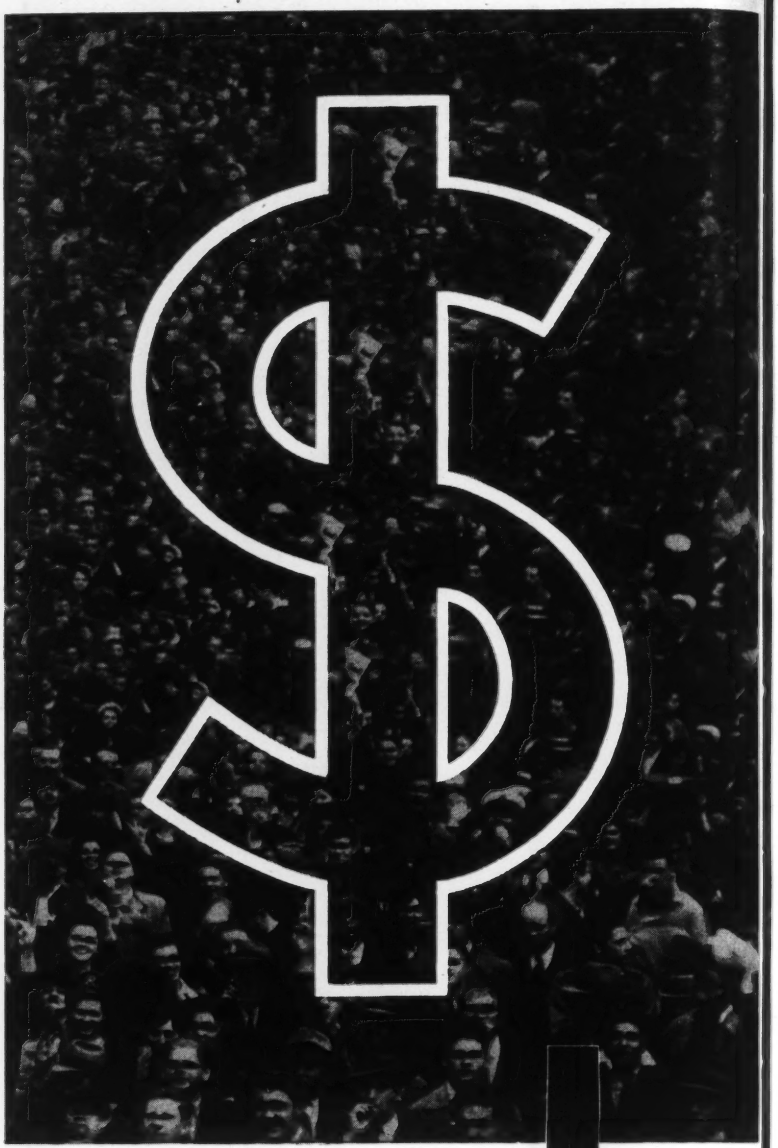
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.

4 picture sources in multiplexed use!



An RCA Multiplexer, Type TP-11 allows a single Vidicon Camera to accept up to four film picture sources—two 16mm or 35mm film projectors, a TP-3B, 35mm automatic slide projector, and a Telop II slide and opaque projector. The multiplexer is pictured above in a multi-input film system using two RCA TP-6A professional film projectors.

Your dollar delivers 89.4% more on KWKH than on Shreveport's second station!



It's a cinch to figure Shreveport's Number One radio value—it's KWKH, hands down.

KWKH gets three times as many Average Daily Listeners as Shreveport's second station—*actually delivers 89.4% more listeners-per-dollar!*

The audience figures above are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

Ask your Branham man for all the facts about KWKH's superiority, here in the important Arkansas-Louisiana-Texas area.

"B" KWKH

LISTENERS PER DOLLAR
(1-time, ¼-hour daytime rates)

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio •

SHREVEPORT LOUISIANA
Texas Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

April 12, 1954 Vol. 46, No. 15

SUMMER SPONSORS BUYING; $40 MILLION IN BASEBALL

SPRING and summer, once a seasonal symbol of declining radio revenues, now offer new sponsors and new money to both radio and tv broadcasters. Starting tomorrow (Tuesday), the baseball season promises well over $40 million in contracts.

And then comes the summer, with indications already pointing to a busy season on agency rows in major cities. Besides the usual seasonal buyers of time—beverages and foods—other lines show renewed interests in reaching the warm weather audience.

In a quick check of major timebuyers, B•T finds a score of East and West Coast agencies working on plans for summer campaigns. There will be more, many more, within another month.

COMING MONTHS PROMISE BIG SEASON FOR SPOT

UPCOMING hot weather promises to swell the spot revenues of the nation's radio and television stations, according to a B•T survey last week which revealed a score of national and regional advertisers already placing summer schedules.

The advertisers include ice tea manufacturers, brewers, soft drink producers and makers of ice and ice cream confections.

Two tea companies, Lipton's and Tender Leaf, are preparing their summer schedules.

Thomas J. Lipton Inc., Hoboken, is expected to break its seasonal bid for its iced tea about mid-June with a six-week radio and television spot campaign on about 250 stations in over 100 markets. Young & Rubicam, New York, is handling the account. Actual buying probably will start early in May.

Standard Brands Shifts

Standard Brands, for Tender Leaf Tea, New York, as of the first of this year had planned no radio or television budget but had expected to use the money for print advertising. But as of last week, on recommendation of its agency, Compton Adv., New York, a radio and tv spot budget was set aside for a 13-week campaign probably to be launched at the end of May or first of June. The number of markets has not been determined.

Three ice and ice cream manufacturers—Good Humor, Eskimo Pie, and Howdy Doody products—will use radio and television spots.

Good Humor, New York, through David J. Mahoney Adv., New York, effective early in May, will start in five cities for six weeks. The cities are New York, Chicago, Detroit, Cleveland, and New Haven.

Eskimo Pie, New York, through Buchanan & Co. there, is using radio and television spots in 30 markets, starting April 15 and running through the end of July.

Doughnut Corp. of America, New York, has a license from Kagran Inc., New York, to produce Howdy Doody ice confection products, which will be promoted on a spot schedule. Contracts vary from four weeks to 13 weeks and start late April and early May. Blaine-Thompson Co., New York, is agency.

Three soft drink producers to use spots are White Rock, Kool-Aid, and Bev-Rich Products.

White Rock Ginger Ale, through its newly appointed agency, David J. Mahoney, which has started a test campaign in New York, is planning to expand its spot schedule in several White Rock bottler area markets.

National advertising for Kool-Aid soft drink powders, Chicago, in 1954 will be doubled over last year in a major campaign using television, magazines, comics and billboards, Jim Andrews,

HOLLYWOOD STARS baseball fans will hear game play-by-play on KFWB there starting tomorrow (Tuesday). Sponsorship arrangements are set by (l to r): James Smith, president, Seven Up Bottling Co. of Los Angeles, Norton Mogge, president, Mogge-Privett agency, and Harry Maizlich, KFWB president.

sales and advertising manager for Kool-Aid, announced last week. The product is owned by General Foods. Kool-Aid will sponsor the *Roy Rogers Show* and will begin its special commercials in May. Foote, Cone & Belding, Chicago, is agency.

Bev-Rich Products Inc., Philadelphia, formerly handled by Ward Wheelock, Philadelphia, which is going out of business [B•T, April 5], has named Sullivan, Stauffer, Colwell & Bayles, New York, to handle its line of premium soft drinks. The company claims to be one of the first to package carbonated drinks in flat top cans. Although SSC&B has just been appointed and its plans for Bev-Rich are still being formulated, radio and television will definitely be used, B•T learned.

Falstaff Brewing, St. Louis, through Dancer-Fitzgerald-Sample, New York, effective mid-April, will start a 26-week spot radio and television announcement campaign in 15 markets in the St. Louis area. This is in addition to its heavy radio and television activities, which includes a Saturday baseball game on tv, Mutual's *Game-of-the-Day* and a number of other sports events on many stations across the country.

Narragansett Beer, Providence, R. I., in addition to its baseball schedule [see below] is using radio spot announcements for a five-week campaign on about 15 stations. Cunningham & Walsh, New York, is agency.

J. A. Folger & Co., San Francisco (coffee), will continue its full radio and tv schedule during the summer, according to Raymond R. Morgan Co. In addition to spot radio and tv in the West, Folger will have six-weekly *Frank Hemmingway and the News* on 79 Don Lee and Intermountain Network stations plus co-sponsorship of *Queen for a Day* on KHJ-TV Hollywood.

Sunkist Growers, Los Angeles (frozen lemonade), on June 1 starts 40 temperature spots weekly on CBS New York and 60 weekly on WNBC New York, 13 weeks, through Foote, Cone & Belding, Los Angeles.

Rheingold Starts Spot Series

Rheingold Brewing Co., Vernon, Calif., subsidiary of Liegman Breweries, on April 19 starts a heavy radio-tv spot series in Southern California. It includes 30 spots weekly on each of 40 stations in 10 markets, 37 weeks plus 10 spots weekly on 15 tv stations in six markets. Agency is Foote, Cone & Belding, Los Angeles.

Paine & Co., Los Angeles (Kitchen Fresh, Hickory Smoked potato chips), continues its spot and participation series on seven California radio stations and one tv outlet. Others will be added in the summer, through Jimmy Fritz & Assoc., Hollywood.

Franilla Ice Cream Co., Los Angeles, using Southern California independents, plans a saturation spot summer radio campaign starting in June through Tullis Co., Hollywood.

Ardens Farms Co., Los Angeles dairy products firm and consistent local buyer, will increase spots in mid-June on five Los Angeles area radio stations. It will continue co-sponsorship of *The Little Schoolhouse* on KTTV (TV) Hollywood and participation in *Sheriff John* on that station. Allied Adv. Agencies, Los Angeles, has the account.

Nehi Beverage Co., Los Angeles, through Raymond R. Morgan Co., Hollywood, plans a local area summer campaign including spot.

Maier Brewing Co., Los Angeles, through Enterprise Adv. Agency, continues its year-round radio saturation spot schedule on five

stations and programs on four stations. The firm has half-hour and 90-minute programs.

Pepsi-Cola Bottling Co. of Los Angeles, through Biow Co., starts a pre-summer campaign of participations, spots and programs to cover three counties, using Negro, Spanish and Jewish programs. The sponsor will use 12 radio and three tv stations, with more to be added in June.

Los Angeles Brewing Co. (Eastside Beer), placing through Warwick & Legler, continues one-third sponsorship of Hollywood Stars and Los Angeles Angels home games on KHJ-TV plus a heavy radio-tv spot schedule in southern California.

BASEBALL BROADCAST SEASON SHAPES UP AS RECORD

BASEBALL'S formal opening tomorrow (Tuesday) will set off a record series of aural and tv broadcasts of major and minor league games, with the season's package of play-by-play and adjacent features likely to pass the $40 million mark.

Sponsor negotiations have not been completed in all major league cities though the picture was clearing up rapidly at the weekend. Again such familiar sponsors as Atlantic Refining, Chesterfields, Valley Forge, Goebel, Burger, Miller, Sinclair, White Owl, Coca-Cola, Carlings, National Bohemian, Falstaff, Colgate, Schaefer, Camels, Lucky Strike and Ballantine will bring games and roundup programs to the nation [B•T, Feb. 8].

New in the sports picture will be the Baltimore Orioles, formerly the St. Louis Browns. National Beer is sponsoring 89 tv games in Baltimore, dividing among WMAR-TV and WAAM (TV), plus some games in nearby cities with tv. Radio will be carried on WCBM. National is sponsoring the Washington Nationals radio on WWDC there, with 58 telecasts on WTTG (TV).

Esskay Meat Products Co., Schmidt Bakery and Sherwood Brothers Sinclair gasoline dealers will sponsor Bobo Newsom, ex-pitcher, on WAAM (TV) and WMAR-TV Baltimore before and after Oriole game telecasts. Van Sant, Dugdale, Baltimore, is Esskay and Sherwood agency.

The Orioles will be greeted April 15 for their first home game with a city parade and celebration.

Atlantic Refining has enlarged its four-city sponsorship, sharing games in Philadelphia, Boston and Pittsburgh with co-sponsors. Like many of the other sponsors, Atlantic has been bringing an extensive schedule of spring training games and commentaries via radio and tv.

MBS again is carrying a "Game of the Day" and ABC-TV is featuring a Saturday telecast, "Game of the Week."

Minor league cities will have extensive sponsorship, with the usual resentment over major league broadcasts and telecasts. Again this year some cities are selling blocks of tickets to fans as a way of stimulating attendance and preventing telecasts from hurting the gate.

As in the past, many major league cities will feed their games to radio hookups ranging upwards to 30 and more stations.

Ballantine Beer, through J. Walter Thompson Co., will sponsor Yankee home games on WPIX (TV) New York, except third and seventh innings, which will be sponsored by White Owl Cigars, through Young & Rubicam. Mel Allen and Jim Woods will do the play-by-play. Red Barber will do 15-minute-before and 10-minute-after commentaries for R. J. Reynolds Tobacco Co. (Camel cigarettes), through William Esty Co.

WINS New York will carry all Yankee games for Ballantine, through J. Walter Thompson Co., with third and seventh inning sponsorship by White Owl Cigars through Young & Rubicam. Play-by-play will be by Mel Allen and Jim Woods. Les Keiter will do a pre- and post-game broadcast which will be available for local sponsorship. There will be a 20-station baseball network this year again but sponsorship information is not available.

WMGM New York will carry all Brooklyn Dodgers games on radio, with Schaefer Beer and American Tobacco Co. (Lucky Strike) as sponsors. BBDO is agency for both. Connie Desmond, Vince Scully and Andre Baruch will announce. Twenty-five-minute pre- and 25-minute post-game features, *Warm-up Time* and *Sports Extra* will be carried, featuring Marty Glickman, Bert Lee and Ward Wilson, and will be available for local sponsorship.

WOR-TV New York will present Dodger home games with Schaefer Beer and American Tobacco Co. (Lucky Strike) as sponsors, both through BBDO. Connie Desmond, Vince Scully and Andre Baruch will announce. Happy Felton will be featured in a one-half hour show before each home game, *Knot Hole Gang*, which will be sponsored by ten savings banks in Brooklyn and Queens through Muir & Co., N. Y., and in a 15-minute post game feature, *Talk to the Stars*, for which one-half sponsorship has been contracted by Pioneer Division, Borden Co., through Doherty, Clifford, Steers & Shenfield. Another sponsor is set to be signed.

GAMES of Memphis Chicks will be sponsored on WHBQ by Tennessee Brewing Co. Signing contract (l to r): Tom Ragland, WHBQ radio sales manager; E. C. Krausnick Jr., president of sponsor; Ernest Lee, president of Merrill Kremer Inc., advertising agency.

WPIX (TV) New York will telecast Giants home games with sponsorship by Liggett & Myers (Chesterfield) through Cunningham & Walsh. Russ Hodges and Bob Delaney will announce. Frankie Frisch will do 15-minute pre- and 10-minute post-game telecasts of home contests with one-half of all these telecasts to be sponsored by Colgate-Palmolive Co. through Sherman & Marquette. Sponsors of games or adjacencies include Beechnut Packing Co., Petri Wine, Paper Mate Pens, Hoffman Beverages and Pabst Beer.

WMCA New York will carry all games of Giants under sponsorship of Liggett & Myers (Chesterfield), through Cunningham & Walsh. Russ Hodges and Bob Delaney will announce. Johnny Mize and Johnny Most will present 15-minute pre-game feature titled *Johnny on the Spot*, which is being sold on a local participating basis. Between double-headers, there will be a 15-minute *Double-Header Stretch* show, which will be sponsored by Household Finance Corp. through Needham, Louis & Brorby. Five stations have signed for the New York Giant baseball network for sponsorship on a local basis.

Mutual will carry the "Game of the Day" on about 365 stations, with sponsorship of half of the games three days a week by Falstaff Brewing Co., St. Louis, through Dancer-Fitzgerald-Sample, and the rest of the games made available for local co-op sponsorship. MBS had scheduled 15 minor league games. A five-minute post-game feature, *Baseball Scoreboard*, will be sponsored by R. J. Reynolds (Camels) through William Esty Co. Announcers are Al Helfer, Dizzy Dean, Buddy Blattner, Bob Fulton and Art Gleeson.

ABC-TV will carry "Game of the Week" each Saturday under sponsorship of Falstaff, through Dancer-Fitzgerald-Sample. Announcers will be Dizzy Dean and Buddy Blattner.

While Anheuser-Busch Inc., through D'Arcy Adv. Co. has curtailed some of its baseball broadcast plans, it still expects to air a substantial schedule of Cardinals and certain minor league contests. Its saturation plan had stirred protests from minor league forces and the wrath of Sen. Edwin C. Johnson (D-Colo.), with the threat of legislative action. Some hearings already have been held on the Johnson baseball bill.

Budweiser is making arrangements to carry Cards games on well over 100 stations and clashes of nine Cardinal-franchised teams and Birmingham in minor areas. Negotiations were completed with tv stations in all National League cities for facilities to be used to pipe road telecasts of the Cards back to WTVI (TV) Belleville, Ill. All 77 road games will be televised if the National League club can clear facilities. Harry Carey will handle descriptions.

National League Games

In 10 other minor league cities, it was learned, the National League team will broadcast its games when they don't conflict with home skirmishes of the local club. About 50 games are involved in this reservation deal in each case in those cities, meaning there might be about 50 fewer games broadcast because the local team is home. The cities are: Hot Springs, Ark.; Terre Haute, Ind.; Evansville, Ind.; Cedar Rapids, Iowa; St. Joseph, Mo.; Muskogee, Okla.; Little Rock, Ark.; Union City, Tenn.; Keokuk, Iowa; Memphis, Tenn.

Anheuser-Busch had announced in February it was abandoning plans to air games in nine other minor league cities, three of them Card franchises [B•T, March 1].

Pittsburgh Pirates' games are being telecast for the first time, with 24 weekend games to be carried on WENS (TV) Pittsburgh by Atlantic Refining Co. and Western Pennsylvania Coca-Cola distributors plus a 21-station radio network keyed from WWSW Pittsburgh. Rosey Rosewell will announce for the 16th season, aided by Bob Prince. N. W. Ayer & Son is Atlantic agency.

Carling's beer, through Lang, Fisher & Stashower, has contracted for rights to the 77 road games of the Cleveland Indians on WXEL (TV) that city. A co-sponsor was under consideration. Jim Britt and Ken Coleman will handle play-by-play, with Clay Dopp as commercial director and baseball supervisor. The Indians are opposed to local home game television.

WERE Cleveland will carry all games on radio direct from the park, with Erin Brew and Chevrolet Dealers as sponsors. Jimmie Dudley and Ed Edwards are announcers. Cen-

BASEBALL FEATURE by Chuck Dressen, mangger of the Oakland Oaks, to be sponsored on KPIX (TV) San Francisco by Frank Edwards Co., is signed up by (l to r): seated, Lou Simon, KPIX sales manager; Mr. Dressen; George Sundby, Edwards' sales-promotion auto division manager; standing, Carl Christopher, George Taylor Agency; Robert Edwards, sponsor vice president; Harry Diner, KPIX salesman, and Bob Fouts, producer.

tury Food Markets will sponsor half the Indians on WBBW Youngstown.

WJBK and WJBK-TV Detroit will cover the Tigers, simulcasting wherever indicated. The schedule, underwritten jointly by Goebel Brewing Co., through Brooke, Smith, French & Dorrance, and Speedway Petroleum, through W. B. Doner & Co., calls for 35 home contests on video and seven road encounters, pending cable clearance, it was explained.

Van Patrick and Paul (Dizzy) Trout will handle play-by-play and color. The Tigers have a policy of no-night, no-Sunday and no-holiday television, and the bulk of the telecasts will be on Saturdays.

WJBK-TV will feed five other outlets, WJIM-TV Lansing, WNEM-TV Bay City, WWTV (TV) Cadillac, WTAC-TV Flint and WKZO-TV Kalamazoo, all Michigan. WJBK radio will originate for 33 stations on a regional hookup, all in Michigan except WTOL Toledo, Ohio.

Redlegs Coverage

In Cincinnati, where the Redlegs last year opposed night baseball tv, WCOP-AM-FM-TV will cover baseball, with Burger Brewing Co. buying the entire package, through Midland Adv. Agency, as it has for many years.

Waite Hoyt and Bob Gilmore will take care of descriptions, simulcasting in some instances. The tv slate includes weekdays, Saturdays and five night games. WCPO-TV also will feed WHIO-TV Dayton and WSAZ-TV Huntington, W. Va. WCPO-FM will feed over 30 stations in Ohio, Kentucky and Indiana.

Lineups also have been set for Chicago.

Four advertisers will pick up the check for complete home and away coverage of the Chicago White Sox and Cubs, with provision for local sponsors along regional network routes. The advertisers are Sinclair Refining Co., General Cigar Co. (White Owls), General Finance Co. and Coca-Cola. Bob Elson and Don Wells will do the Sox on WCFL and Bert Wilson and Robert Elston the Cubs on WIND, with all games aired district or live on the road.

The regional hookups comprise 36 stations for Sox and 24 for the Cubs, the latter's having been cut down because of the relatively new Milwaukee Braves franchise, knocking out some Wisconsin outlets. The Cubs will be aired on five Iowa, nine Illinois and 10 Indiana stations. Sox games will reach listeners in Indiana, Wisconsin, Illinois, Michigan, Iowa and Nebraska.

Co-Sponsors for Cubs

Tv-wise Liggett & Myers (Chesterfields) and Hamm Brewing Co. will co-sponsor 77 Cubs home games and perhaps 55 Sox local games on WGN-TV Chicago, with Jack Brickhouse and Harry Creighton handling commentary. The White Sox club does not permit night telecasts.

WGN-TV Chicago also announced the sponsor lineup for baseball adjacencies covering the White Sox and Cubs telecasts. The *Leadoff Man* show was purchased by H-A Hair Arranger, through Schwimmer & Scott; first half of the *Tenth Inning* by United Airlines, through N. W. Ayer & Son; and last half by Walgreen Drug Stores, also Schwimmer & Scott. Another segment, *Batting Practice*, also is scheduled with Miles Labs as sponsor. Agency is Geoffrey Wade Inc.

Similar adjacent radio shows have been purchased around the White Sox games on WCFL and WIND Chicago, though details have not been made available.

Midwest Baseball Network will number approximately 30 stations for Chicago Cubs baseball broadcasts this year, WIND Chicago indicated last week. Network will be larger despite dropping of Wisconsin outlets, with stations committed in Illinois, Indiana and Iowa, according to John Carey, commercial manager. Milwaukee Braves games will be aired in the dairy state. WIND aired Cubs' exhibition games Saturdays and Sundays from March 6.

Meanwhile, WLOL Minneapolis will carry the major league *Game of the Day* starting March 28 under co-sponsorship of Glueks beer and Twin City Federal Savings & Loan, the station has announced. Additionally, WLOL will carry home and road contests of the Minneapolis Millers minor league club.

Miller Brewing Co., through Mathisson & Assoc., has about 40 outlets lined up for complete radio coverage of the Milwaukee Braves this season. WTMJ and WEMP will serve as originating stations, with Earl Gillespie and Blaine Walsh as announcers. Braves coverage juts into Wisconsin, including some parts hitherto unreachable until the Wisconsin Class D league folded, as well as Michigan, Minnesota and Iowa.

Braves' Tv Policy

The Braves have a no-tv policy, but Miller had negotiated for spring baseball telecasts under ABC-TV's *Game of the Week* program until it was discovered they couldn't beam the intra-league games into major league cities. Miller sponsored the Sox-Phillies game March 13 on WOKY-TV Milwaukee until the game was cut off in the third inning, at the same time sponsoring the Braves-Yankees on radio there.

In most instances of reports from the midwestern major league clubs, the sponsor-announcer-station lineup has already been underway through spring exhibition coverage.

WHB-TV Kansas City plans to televise Saturday home games of the local American Assn. Blues, providing it can muster sufficient support for its 1954 tv booster book campaign, designed to stimulate sale of general admission tickets.

The drive, announced by WHB Sports Director Larry Ray is being conducted through local services such as American Legion and clubs, with books sold at $5.50. Similar plan has been tried in other cities, notably Atlanta and Dallas-Fort Worth. It was suggested by the Blues management as a means of insuring that tv will not adversely affect Saturday attendance. Mr. Ray will provide play-by-play commentary as he also does on WHB radio.

The radio-tv coverage picture of Pacific Coast League baseball play rapidly cleared prior to the league opening tomorrow (Tuesday).

All home games of both Hollywood Stars and Los Angeles Angels are jointly sponsored by Liggett & Myers Tobacco Co. (Chesterfields), through Cunningham & Walsh Inc., New York; Eastside Beer, Los Angeles, through Warwick & Legler, same city; and Ford dealers, through J. Walter Thompson Co. [B•T, Feb. 8].

KPIX (TV) San Francisco is offering 12 Oak and 11 Seal games between April 10 and Sept. 11; Household Finance Co., San Francisco, is one co-sponsor.

No sponsor was reported last week for KPTV (TV) Portland Beaver games and it was problematical if the station would carry the program.

Saturday Schedule

Also on Saturdays, ABC-TV's *Game of the Week*, for Falstaff Brewing Corp., St. Louis, will be on KOY-TV Phoenix, KROD-TV El Paso, KJEO-TV Fresno, KGO-TV San Francisco, KCCC-TV Sacramento, KBAK-TV Bakersfield, KBTV (TV) Denver and KVOA-TV Tucson. Same program is offered cooperatively on KABC-TV Hollywood (H. J. Caruso, Dodge-Plymouth dealer, L.A., through Warwick & Legler, main sponsor), and KFMB-TV San Diego. Yet unclosed is similar cooperative deal for KEYT (TV) Santa Barbara, Calif.

In addition, some stations are offering corollary interview and pre, post and between-game programs. The list includes quarter hour KHJ-TV Hollywood *Sports Spotlite* film series between Sunday double-headers, sponsored alternately by Wynn Oil Co., Azusa, Calif., through BBDO Los Angeles, and Farmers Insurance

Exchange, Los Angeles, through Factor-Breyer, same city; KHJ-TV *Baseball Warm Up*, yet unsold; and *Scoreboard, Knothole Gang* and *Dugout Interviews*, KSAN-TV San Francisco, no sponsors reported.

Lucky Lager Brewing Co., San Francisco, through McCann-Erickson, same city, looms as largest radio-tv baseball advertiser on Pacific Coast, with a reported budget around $500,000, supposedly equal to last year's. Besides one-third sponsorship of weekday Oakland Oaks games on KSAN-TV San Francisco, Lucky Lager will support most of KXL Oakland Oak game broadcasts, KMPC Hollywood Los Angeles Angels, KFBK Sacramento Solons, KWJJ Portland Beavers and KSDO San Diego Padres (last with Franco-American Bakeries, San Diego, through W. E. Long Co., Chicago, and Ford Dealers Assn. of San Diego, through J. Walter Thompson Co., Los Angeles.)

In addition, Lucky Lager will co-sponsor daily re-creations of major league games on KMPC Hollywood, KYA San Francisco, KOL Seattle, KPOA Honolulu and KILA Hilo, Hawaii, and is reportedly seeking more stations for such programs.

KYA enters its fifth year of re-created major league games. Jock Fernhead, KYA general manager, confirmed that 10 major league teams have entered into agreements for broadcasting of both day and night games on the station, with negotiations underway to carry games of other clubs. KYA and Chicago Cubs recently made an out-of-court settlement of minor disagreement in the 1953 contract (see story below).

Other baseball sponsors include Seven-Up Bottling Co. of Los Angeles, through Mogge-Privett Inc., same city, KFWB Hollywood Stars games; and Sicks' Seattle Brewing and Malting Co. (Rainier Beer), Seattle, through Miller & Co., same city, taking first half of season KSFO San Francisco Seals games and optioning co-sponsorship of second half, with guaranteed continued full sponsorship if no other advertiser appears.

KTVQ (TV) Oklahoma City will carry two games of the local club each week. Some 60,000 tickets were to be sold before the season started as protection to the club but sales fell below that total. Sponsoring the KTVQ games are Thrift-T-Wise food store, with narration by Jack Sherman, KTVQ sports director.

WHHM Memphis will carry 136 games of the Yankees, Dodgers and Giants under sponsorship of Nat Buring Packing Co., a $40,000 package signed by Cecil K. Beaver, WHHM vice president and general manager. George Mooney will handle re-creation.

Half the Cleveland Indians schedule will be sponsored on WBBW Youngstown, Ohio, by Century Foods Markets, with the other half sponsored by other local and national accounts.

WQXI Atlanta has exclusive rights to Cracker games. The station has sponsored MBS games daily for three years.

Consent Decree Settles Cubs-KYA Difference

A CONSENT decree acknowledging the right of the Chicago Cubs professional baseball team to control the broadcast of its home games—including re-creation broadcasts—was signed last week by KYA San Francisco.

The decree was signed in a suit brought by the Cubs and Mutual charging KYA broadcast re-creations of Cubs games in 1952 and 1953 without the Cubs' permission. A judgment for $5,000 damages also was entered against KYA. (KYA reported last week the Cubs were among major league clubs signing for station broadcasts this season. See preceding story.)

The case was brought in the U. S. District Court for the Northern District of California, Southern Division. Mutual carries Cubs games, along with those of other major league teams, as part of its *Game of the Day* series, under agreements with the teams involved.

Under the consent judgment in the KYA case, which Mutual hailed as "a significant victory" in the battle against "unauthorized broadcasting of baseball games," KYA is forbidden to broadcast without the Cubs' written permission any details of any home games of the Cubs other than "the score at the end of each half inning, team batteries and home runs."

The same applies to re-creations, and KYA also is barred from furnishing such information to others, and from getting it from others, without the team's consent.

Further Restrictions

The decree also enjoins KYA "from advertising, asserting or intimating, expressly or otherwise, that defendant KYA does or will have the right to furnish, transmit, communicate or broadcast any report, description, account or re-creation of any home game of the plaintiff Chicago club, without written authorization of the Cubs, which contains or consists of more than the score at the end of each half inning, team batteries, and home runs."

The station also is barred "from intercepting, converting or otherwise appropriating and using or disposing of for profit any radio or television broadcasts authorized, made, distributed, produced or sponsored by either of the plaintiffs without written permission. . . ."

The injunction was signed by Federal Judge Louis E. Goodman.

CONTRACT for the largest single schedule ever carried on WGR Buffalo is arranged by Jerry Bess (seated), vice president of Frank P. Sawdon Advertising Agency, and Nat L. Cohen, WGR vice president in charge of sales. Details and plans for the schedule in support of the simultaneous opening of five new Robert Hall Clothes stores in Buffalo was worked out by Don Frost of Free & Peters, WGR national representative. Other Robert Hall spot announcements schedules will be carried on WBEN, WEBR and WBNY, all Buffalo.

Newman Agency Offers Billboard-Radio Trade

Los Angeles adman gives stations space on his billboards, the stations give him time, and he sells the time to a client.

RADIO time for billboard space is the latest trade gimmick of Ben Allah Newman, Los Angeles advertising man. In the Los Angeles advertising scene for over 30 years, Mr. Newman has dealt with many local stations, and they emphasize they consider his operation ethical.

In the current deal, Mr. Newman owns and controls a number of billboards in the Greater Los Angeles area. He exchanges billboard space with stations for time, which in turn he sells to his clients, either for cash, or for real estate, merchandise or anything of value, B•T learned.

Radio time is not the only media which the Ben Allah Newman Advertising Service seeks. At least two Los Angeles newspapers have exchanged space for space, and the classified advertisement has appeared in their columns, "Radio advertising for trade for what of value? Call ——."

Stations dealing with Mr. Newman emphasize they have complete copy control. He acts only as an agent to line up clients for allotted radio time. One station executive declared, "There's nothing wrong with his copy."

Sign Directly

Furthermore, time contracts are signed directly between the independents and Mr. Newman's clients, they point out, allowing stations one more control over advertising content.

Mr. Newman's clients include automobile dealers, building contractors, real estate developments, hotels and resorts. In the past, he has dealt extensively with due bills, exchanging them for radio time, another station man revealed. At least one station used them to entertain sponsors at a Mexican resort.

At present two stations, KFWB Hollywood and KWKW Pasadena, are engaged in the billboard operation, although Mr. Newman trades elsewhere as he develops deals. Asked the extent of his billing, Mr. Newman refused to divulge the information. However, one station reported it had made "some $2,000 in time available over a period."

Still another executive reported his station, a local independent, had not renewed its arrangement with the Newman service because, "We felt it conflicted with our own sales crew and normal agency channels."

"But there's lots worse things around radio in this city than Ben Allah Newman," he added.

Toni Purchases NBC-TV Segment With Tony Martin

THE TONI Co. has completed negotiations for the purchase of a weekly evening quarter-hour segment on NBC-TV with singer Tony Martin. Announcement of the 39-week contract was to be made this past Friday.

Purchase of the 15-minute period (Mondays, 7:30-45 p.m. EST), the time vacated by the *Arthur Murray Party*, was the opening gun in Toni's campaign to increase its radio-tv properties for the summer season. Addition of Mr. Martin (effective April 26) gives the firm five television shows plus seven radio programs it either sponsors or on which it alternates sponsorship. Mr. Martin will do two shows from

New York and the rest from Hollywood—all live.

Also in the negotiation stage last Wednesday was a contract for a half-hour (Tuesdays, 8-8:30 p.m. EST) on NBC-TV to be vacated by comedian Milton Berle this summer. Toni was reported "in negotiations" for the time block.

The firm, which about a year ago spent in excess of $5 million on radio-tv, is spending "considerably more" in 1954. Toni sales had their best year in 1953, it was noted.

The campaign is on behalf of Toni's various home permanent and related products—Toni, Bobbi, White Rain Shampoo, Tame Creme Rinse, and Prom. The agencies involved are Tatham-Laird, Leo Burnett and Weiss & Geller. The contract for Mr. Martin was placed through Tatham-Laird.

Toni is slated to assume weekly sponsorship of *Arthur Godfrey and His Friends* (Wednesdays, 8-8:30 p.m. EST) in June, after having carried the show on alternate weeks for years.

Brewing Firm Revises Radio Ad Plan

VAN MERRITT BREWING Co., Burlington, Wis., has revised a beer distribution project submitted to radio stations last December [B•T, Jan. 4]. In a letter on Van Merritt stationery, signed by Samuel Glueck as account executive of Bozell & Jacobs, Chicago branch, the brewery offers to send stations a "check for $400 and more as payment in advance on every case of Van Merritt beer ordered by our distributor in your primary area."

The December plan proposed to involve stations in selection of Van Merritt distributors. The new plan is described as "a cooperative arrangement that calls for your carrying out a broadcasting program that is in keeping with your selection as the exclusive station in your market."

Arrangement With Stations

Stations are to be paid 25 cents for each case the local Van Merritt distributor orders, minus 15% for the agency. This may be cut to 12½ cents later, according to Mr. Glueck's letter. He explains that when a distributor is named in the area, the station initiates its Van Merritt program, using up to 10 announcements per day plus one or more sports and news periods across the board.

Announcement letters would be mailed to chain stores, drug stores, taverns, package stores, restaurants and other outlets. Mr. Glueck offers this suggestion:

> "This letter (or any special mailing that you may decide on to accomplish this purpose) would play up the EQUIVALENT expenditure that Van Merritt was making on your station. In other words, your mailing would emphasize the 'rate card rates' of the Van Merritt program . . . indicate the total equivalent investment that Van Merritt had contracted for during the indicated period of cooperation."

Mr. Glueck adds that the 25-cent allowance is double the usual brewery advertising quota.

O'Keefe Joins S&S Agency

J. F. O'KEEFE JR., director of sales and advertising for Red Dot Foods Inc., Madison, Wis., has been named merchandising director of Schwimmer & Scott Inc., Chicago advertising agency, Jack Scott, S&S president, said last week. He said the move was made to provide clients with better merchandising service. Mr. O'Keefe will continue handling Red Dot advertising and merchandising in his new position.

PRODUCT MANAGERS of Vick Chemical Co. were guests at Station Representatives Assn.'s Crusade for Spot Radio clinic at New York's Biltmore Hotel. L to r: seated—T. F. Flanagan, SRA managing director; Mort Bassett, John Blair & Co., and Thomas Poole, Frank Davies, Clark Carter and Edward Gellert, all of Vick; standing—Reg Rollinson, Crusade general manager; Tom Campbell, Branham Co.; Jack Thompson, Free & Peters; James Turck, Weed & Co.; Robert Fenner, Vick; Frank Fitzpatrick, The Katz Agency; Art McCoy, Avery-Knodel Inc.; Reynolds Moore, Vick, and Byron Goodel, Robert Meeker Assoc.

Hardware Promotion Gives Radio Half Its Budget

RADIO—624 spots on 16 stations in 14 markets—gets half the $7,000 budget for a local-level promotion in western Washington State for National Hardware Week, April 16-24. Wholesaler Schwabacher Hardware Co., Seattle, is sponsoring the promotion, with Keene & Keene, that city, as agency.

Radio and television stations included in the hardware promotion are KWLK Longview, KELA Centralia-Chehalis, KAPA Raymond, KTAC Tacoma, KGY Olympia, KIMA Yakima, KBKW Aberdeen, KOMW Omak, KONP Port Angeles, KPQ Wenatchee, KPUG Bellingham, KBRC Mt. Vernon, and KING-AM-TV, KJR, KOL and KAYO Seattle.

Mortimer New President Of General Foods Corp.

CHARLES G. MORTIMER, executive vice president of General Foods Corp. for the last two years and associated with the company since 1928 in various executive capacities in advertising and marketing functions, was elected president and chief executive officer of the company at a meeting of the board of directors in New York last Wednesday.

MR. MORTIMER

Mr. Mortimer succeeds Austin S. Ingleheart, who was elected chairman of the board, replacing Clarence Francis, who is retiring in line with the company's retirement policy. Mr. Mortimer has been the company's chief operating officer for the past two years, working closely with Messrs. Francis and Ingleheart in over-all management of the firm.

American Tobacco Sales Register Gains For '54

MARCH sales of the American Tobacco Co., both in dollars and in unit volume, are estimated to be "substantially higher" this year than in March 1953, Paul M. Hahn, president, told the annual stockholders meeting last week in Flemington, N. J. He said exact figures are not yet available.

In answer to a stockholder's question about filter-tip cigarettes, Mr. Hahn said that for such a cigarette to give the consumer what it promises, it must "filter the smoke effectively and do so without sacrifice of the taste and the flavor that makes smoking a pleasure." He said the company is actively engaged in working on the development of such a filter-tip cigarette.

All directors of the company were elected.

SPOT NEW BUSINESS

Standard Oil Co. (of Indiana) and **Kraft Foods Co.**, Chicago, using commercials on radio-tv shows and announcements to publicize new Red Crown gasoline and vegetable oil, respectively. Standard will air messages on 30 radio and 10 tv outlets in Midwest. Kraft to utilize *Kraft Television Theatre* on ABC and NBC tv networks and *The Great Gildersleeve* on NBC Radio to promote products. No extra expenditures involved.

Television Screen Productions, N. Y., announces it has completed a series of 20-second film commercials for the American Legion Auxiliary for use on tv stations before Memorial Day. This marks the third year that TSP has produced the commercial for the campaign.

Albers Milling Co., L. A. (Friskies dog foods), starts five weekly, five-minute segments of *KNXT (TV) Weatherman* and weekly 15 minutes of *Rocky Jones, Space Ranger* on KNXT (TV) Hollywood for 52 weeks from April 25. Firm continues its national radio-tv spot schedules and quarter-hour participation in *Sunday Newsdesk* on 23 CPRN stations. Agency: Erwin, Wasey & Co., L. A.

NETWORK NEW BUSINESS

Adolph's Ltd. (Adolph's meat tenderizer) to sponsor 10-10:15 a.m. segment of *Arthur Godfrey Time* (CBS, radio and tv, Mon.-Thurs. and CBS Radio Fri., 10-11:30 a.m.) on alternate Fridays, effective last week. Agency: Erwin, Wasey & Co., L. A.

Packard Dealers will sponsor *The Packard Program Starring Martha Wright* on ABC-TV, Sundays, 9:15-9:30 p.m., for 52 weeks, starting April 18. Agency: Maxon Inc., N. Y.

CBS-TV FILM SALES EXPANDS FUNCTIONS

Plans to increase merchandising and publicity, and arrangements for co-production of feature films are announced by Leslie Harris.

IN an attempt to help television station owners solve their film problems, CBS-TV Film Sales is expanding its merchandising department effective immediately, increasing its publicity staff and entering into co-production arrangements for feature films, Leslie Harris, vice president and general manager, told B•T last week.

To help stations promote CBS-TV films, the present merchandising staff will be increased, by at least three persons. A substantial increase in promotion pieces such as point-of-sale displays, counter displays at super markets, etc., also is planned, in addition to the car cards and bumper strip giveaways already being sent to the stations. The distributing division also plans to hire one man whose job will be to travel from station to station to help in merchandising CBS-TV films on a local level.

MR. HARRIS

The publicity staff will be increased and here too the film company plans to hire at least one man who will be on the road constantly to work with stations on publicity.

The motion picture publicity technique of employing publicity and promotion from negotiation with stars, writers and producers on the program to the ultimate conclusion and distribution, will be lifted and adapted for television films, Mr. Harris said.

$5 Million For Feature Film

Approximately $5 million has been set aside for co-production of feature films this summer, bringing CBS-TV Film Sales into the feature film syndication field. Two productions have already been selected. The first is a half-hour dramatic radio property entitled *The Whistler* owned by the CBS which will be adapted for 39 films. Negotiations are underway with several stars, among them Teresa Wright, to play the lead on the show. Another property to be filmed will be an adventure series, *Soldier of Fortune* starring George Sanders. CBS-TV Film Sales will provide the property, writer and star but will hire outside producers for the features. Among such producers, negotiations are now underway with Desilu *(I Love Lucy)* and Don Sharpe as well as others.

The film company also plans to give the stations a balanced programming schedule, Mr. Harris said: "We will not only provide 'entertainment' shows but in addition are planning service shows, among them a woman's show with Margaret Arlen, a cooking show and a variety musical program."

Arrangements to add a series of 25 cartoons produced by J. Arthur Rank, British film maker, are virtually complete, he reported.

The firm also plans to distribute its programs in Great Britain and Mexico, Cuba and other Spanish speaking countries for use on television stations and in theatres.

A clinic which had been scheduled last week for CBS-TV Film Sales personnel has been postponed to late May or June.

'Hero' Sells Crisco

CUT RATE Super Markets of Johnson City, Tenn., which sponsors *My Hero* on WJHL-TV there, wrote the station a letter praising the effectiveness of its advertising on the show, according to Official Films Inc., New York, producer of the film series. It said: ". . . We have had numerous compliments . . . regarding the program. The effectiveness of this type of advertising is shown in the response we have had to our 'Tele-Specials.' In the two-day period immediately following the program we sold over 900 3-lb. cans of Crisco and more than doubled our sale of Borden's Biscuits."

TPA Releases Plans For Greater Output

The film production-distribution firm announces it will have nine film series, financed for $8 million, on the air by the first of next year.

A STEPPED up program of activity by Television Programs of America was announced at a news conference in New York last week by Milton Gordon, president, who said TPA will have nine filmed properties, financed for an estimated $8 million, on the air by Jan. 1, 1955.

The company, Mr. Gordon said, was launched by the *Ramar of the Jungle* series, which was released last September. Since that date, TPA has released *Your Star Showcase*, with Edward Arnold as host, and 28 feature films produced by Edward Small.

Production Panorama

Future plans, Mr. Gordon continued, include an *Ellery Queen* series, which is in production in Hollywood, with the first 13 films completed; *Halls of Ivy*, which will go before the cameras April 19 [B•T, April 5]; *Lassie* series scheduled to start production May 19; *Captain Gallant of the Foreign Legion*, starring Buster Crabbe, which is being filmed on location in Africa; and *The Family Next Door* and *Secret Files of the French Police*, which will go into production this summer.

In line with TPA's expanded production and distribution schedule, Michael Sillerman, executive vice president in charge of sales, announced that the sales staff will be increased from 35 to 50 by the end of the year.

Mr. Gordon noted the nine serials are "almost equally divided between those owned by TPA, those in which we are co-producers and those where we are distributing for independent producers."

Italian Film Export To Buy U. S. Kinescopes

APPOINTMENT of Italian Film Export, New York, as official American representative of Radio Audizione Italiane, government-sponsored radio-television organization, was announced last week by Ralph Serpe, director of IFE's television and co-production department.

On behalf of RAI, IFE is authorized to arrange for the purchase of U. S. tv film material, scripts and story ideas; negotiation of term contracts for writers and directors; initiation of co-production transactions for tv film packages designed for exhibition in both countries.

Mr. Serpe announced he is immediately interested in acquiring kinescopes of outstanding tv shows, which will be dubbed into Italian in Rome. He said he already has completed negotiations for *Ramar of the Jungle* tv filmed series from Arrow Products and for a package of 52 short subjects from Encyclopedia Britannica. Work has begun, Mr. Serpe said, on the simultaneous production of a 39-episode tv film package and a feature-length film based on "The Three Musketeers," which will be produced jointly by Thetis Films of Italy and Bob Goldstein.

Bonanza Signs Beebe

BONANZA Products, Hollywood, has signed Lucius Beebe, writer and raconteur, to appear as narrator-host in a new half-hour tv filmed series, *Tales of Virginia City*, which will be based on stories in the files of the *Territorial Enterprise*, published in Virginia City, Nev. Bonanza Products was formed by producer Frank Rosenberg and writer Sam S. Taylor.

ANTICIPATING with pleasure the start of production this month on *Halls of Ivy*, $2,000,000 per year half-hour film series to be distributed by Television Programs of America, are (l to r) Leon Fromkess, executive producer; William Frye, producer; Benita and Ronald Colman, co-stars who will recreate their radio roles; and Richard Miller, TPA public relations director.

ABC's Rights to Disney Films Limited to Tv

ONLY insofar as tv is concerned does ABC have first "turn down" rights to Disney filmed products, declared Roy Disney, referring to the seven-year contract between Walt Disney Productions and ABC-TV [B•T, April 5] which since has been approved by both boards.

"As there isn't the money in tv that there is in theatrical distribution, television will be tailored around us to serve our motion picture program," the Disney firm president said.

Disney will produce a minimum of 26 hour-long tv programs annually for ABC-TV. A studio spokesman revealed the possibility of feature film footage being incorporated into the tv films. For example, he suggested a footage shot of the filming of "20,000 Leagues Under the Sea," upcoming theatrical release, as a potential format for a tv program to demonstrate behind-the-scenes facets of production.

Thus, Mr. Disney emphasized, any use of theatrical footage would be as a "selling gimmick or trailer."

Ziv Makes 'Three Lives' Available to Military

COINCIDENTAL with news of the hydrogen bomb, Ziv Television Programs Inc. reported last week that, after requests, reprints of *I Led Three Lives* tv films dealing with Communist infiltration of civil defense groups and sabotage training have been made available free to three defense organizations.

The requests were from Lt. Col. Roderick L. Francis, chief, Installations Security Division, the Air Provost Marshal, the Inspector General, Washington; Maj. Jerome G. Schweickert, detachment commander, Detachment No. 5, 4670th Ground Observer Squadron, Pittsburgh, and Lt. Elliot H. Miller, PIO, Headquarters, 31st Air Division, St. Paul. John Sinn, president of Ziv-Tv, said the copies are being made available at no cost since the films are to be used for indoctrination and enlistment purposes.

The series currently is carried in 137 cities, with latest sales in 11 markets.

Hillbilly Series in Color Announced by Official Films

PLANS to produce and distribute a half-hour hillbilly variety show filmed in color for regional and local sponsorship were announced last week by Herman Rush, vice president of Official Films Inc. Mr. Rush said that "more than $2½ million is involved in the deal over the next few years."

The series is being produced for Official Films by Connie B. Gay, hillbilly impressario of *Town and Country Time*, transcribed radio program. Mr. Gay will produce 52 half-hour films at the Byron Inc. studios in Washington. Mr. Rush said that the first 26 programs are nearing completion, and the series will be made available starting June 1.

WDSU-TV Joins Vitapix

WDSU-TV New Orleans has joined the roster of stockholder stations of Vitapix Corp., according to a joint announcement made last Monday by Frank E. Mullen, Vitapix president, and Robert D. Swezey, executive vice president and general manager of the station. The addition of WDSU-TV raises the number of Vitapix member stations to almost 50.

MULTI-MILLION DOLLAR contract signifying entry of Walt Disney Productions into tv is signed with ABC-TV by Mr. Disney, as (l to r) Robert E. Kinter, ABC president; Sidney M. Markley, ABC vice president and Roy O. Disney, president of Walt Disney Productions, prepare to affix their signatures to the document. Most immediate of the contract stipulations is the production of 26 hour-long tv programs by the 18-time "Oscar" winner, which will be telecast by ABC-TV starting in October.

Official Films Ups Rush, Adds Jaffe

HERMAN RUSH, vice president in charge of film syndication for Official Films, New York, has been elevated to assist President Harold Hackett in nation-wide administration of the firm, it was announced last week.

In another executive change, Herb Jaffe, eastern sales manager of Motion Pictures for Television, has been appointed director of sales for Official Films and will assume his new duties on April 19. Mr. Jaffe was with MCA for four years before he moved to MPTV.

Verne Benke, assistant eastern sales manager for MPTV, has been promoted to eastern sales manager, succeeding Mr. Jaffe. Mr. Benke, with CBS-TV Spot Sales since 1950, joined MPTV last November.

FILM SALES

WSTV-TV Steubenville, Ohio, has acquired multiple-run rights over 15-month period to 51 western features from **Louis Weiss & Co.,** Los Angeles. Distribution firm also reports WSLI-TV Jackson, Miss., has contracted for double-run rights to 26-half-hour *Craig Kennedy Criminologist* and 52 western features, starting May 18.

George Bagnall & Assoc., Beverly Hills, have closed three deals on product recently acquired from **Consolidated Television Sales.** KVAL-TV Eugene, Ore., starts the first of 37 *Hollywood Half-Hour* films, April 21; WGN-TV Chicago acquired *Front Page Detective* series of 39 half-hour films plus *Hollywood Half-Hour;* KGO-TV San Francisco contracted for *Front Page Detective.*

Washington Power Co. buys *Tv Kitchen* on KHQ-TV Spokane. **Arkansas Power & Light Co.** takes the same program on KARK-TV Little Rock. Agencies: Devine & Brassard and S. M. Brooks, respectively. Series is being produced by **Kling Studios Inc.**

FILM DISTRIBUTION

Screen Gems Inc. takes over distribution of 44 *Fireside Theatre* half-hour tv films on a re-run basis, starting next December. Firm will get the product after each 13-week cycle has been telecast by NBC-TV. Series, produced and directed by **Frank Wisbar,** is currently syndicated by **Ziv Television Programs.**

Interstate Television Corp., Hollywood, has been named national distributor of "The Little Rascals," a group of more than 100 comedy films produced by **Hal Roach** under "Our Gang" title, tv rights to which are owned by **Clinton Pictures Corp.** Operating under a flexible sales policy, the films, according to **G. Ralph Branton,** Interstate president, will be offered on both a rental and station retention plan. Firm's current expansion program has resulted in opening five new branch offices. Chicago: 1250 S. Wabash Ave., headed by Rex Gay; Atlanta: Room 401 Georgia Savings Bank Bldg., Richard Ostrander; Detroit: 2310 Cass Ave., Robert Miller; Des Moines: 1115 High St., J. Rubin; Dallas: 304 S. Harwood St.

FILM PRODUCTION

Ziv Television Programs Inc., Hollywood, is integrating shooting schedule of *Mr. District Attorney* with filming of commercials for participating sponsors. Series' star **David Brian** has completed 20 filmed spots.

Gross-Krasne Inc., Hollywood, is filming 12 tv commercials for **Lever Bros.** (Rinso), according to **Vernon Clark,** G-K vice president in charge of commercials. Assisting in the production are **Howard Connell** and **Frank Brandt,** vice president-director of radio-tv and manager of radio-tv, respectively, for Hewitt, Ogilvy, Benson & Mather Inc., New York.

GIVEAWAYS NOT LOTTERIES, ACCORDING TO U. S. SUPREME COURT RULING

In an 8-0 decision, the High Court turns down an FCC appeal of a lower court ruling that one of the Commission's key lottery provisions was invalid. FCC found to have exceeded its authority.

[For the full text of the decision, see FOR THE RECORD, page 122.]

THE FCC was stretching things when it attempted to rule that giveaway programs are lotteries, the U. S. Supreme Court in effect said last week.

By an 8-0 ruling, the Court turned down an FCC appeal from a 1953 three-judge special New York court decision holding that one of the Commission's key provisions in its lottery regulations was invalid.

Associate Justice William O. Douglas, who took part in oral argument early in February [B•T, Feb. 8], did not participate in the decision.

The Supreme Court decision, written by Chief Justice Earl Warren, found that the FCC exceeded its authority in attempting to define listening to a radio program or watching a tv show as a "consideration" in the meaning of the lottery statute.

Previous court decisions have held that "consideration" means something of value, Chief Justice Warren said. In fact, he pointed out, in the one court case involving a radio giveaway program (*Clef Inc.* v. *Peoria Broadcasting Co.*, Circuit Court of Appeals, Peoria, Ill., 1939), the court affirmatively found that listening to a giveaway program was not "consideration" within the sense of the lottery statute.

Justice, Post Office Rulings

The Chief Justice also pointed to Post Office and Justice Dept. rulings which involved giveaway programs as contrary to the FCC's position.

The Post Office, he said, has ruled that advertising circulars concerning giveaway programs can be mailed and do not violate lottery laws.

The Justice Dept., he said, had refused FCC requests to prosecute broadcasters and advertisers of giveaway programs. He noted the Justice Dept. refused to join the FCC in appealing the lower court's decision.

Congress also has failed to legislate against such programs, although FCC requested such legislation, the Chief Justice said.

"The Commission now seeks to accomplish the same result through agency regulations," Mr. Warren said. "In doing so, the Commission has over-stepped the boundaries of interpretation and hence has exceeded its rule-making power. Regardless of the doubts held by the Commission and others as to the social value of the programs here under consideration, such administrative expansion of Sec. 1304 does not provide the remedy."

In affirming the lower court's ruling, the Supreme Court did not take notice of that part of the decision which held that the provision involving giveaway programs also violated the anti-censorship sections of the Communications Act and the First Amendment.

The case (Nos. 117, 118, 119) involved regulations drawn by the FCC in 1949 spelling out what it considered illegal under Sec. 1304 of the U. S. Code. Sec. 1304 prohibits the broadcasting of lotteries. Among the provisions was one concerning telephone programs. The rules were attacked in their entirety by ABC, CBS and NBC. A New York special court ruled, 2 to 1, that the regulations were within the province of the FCC, but that the sections applying to telephone giveaway programs were illegal [B•T, Feb. 9, 1953].

Pending adjudication of the case, the FCC stayed the effectiveness of the regulations. It is presumed that with last week's Supreme Court decision, the Commission will revise the rules to delete the controversial provisions.

Wagner Tax Proposal

DEEP concern was expressed last week by the New York Council of the American Assn. of Advertising Agencies to Mayor Robert F. Wagner of New York over a proposal to extend the 3% city sales tax to advertising agency services.

In a letter to Mayor Wagner signed by Donald K. Clifford, chairman of the Council, it was asserted that the tax "would inevitably result not only in rising unemployment among advertising agencies, advertising media and advertising suppliers which have made New York the world's advertising center, but also in declining sales and loss of employment generally."

HIGH COURT OKAY OF GIVEAWAYS LAUDED

ABC hailed the U. S. Supreme Court's giveaway decision last week as "a good one," but said it would not affect ABC programming.

NBC spokesmen said they were "delighted," but the network had no additional comment late last week.

Other networks which fought FCC's plan to ban giveaway programs declined to comment formally on the decision, but officials privately tended to agree with the ABC view that present network programming would not be changed as a result.

"The American Broadcasting Co.'s programming will not be affected by the decision since we still plan to be guided by ABC policy which was upheld in this opinion," the ABC statement said. "The question of consideration has never been a major problem to ABC because this company has a policy against broadcasting programs wherein the selection of the winner of a prize from among the other participants is based on chance. This policy will continue in force and all programs involving the awarding of prizes will continue to be as carefully scrutinized as they have been in the past.

"ABC has a responsibility to the public at large and the public is going to voice its approval or disapproval of programming."

Although the decision was praised in network circles, some attorneys who participated in the case expressed disappointment that the court, while knocking down the rules FCC had offered, nevertheless upheld the Commission's right to issue regulations on the lottery question. Network attorneys had argued that the rules not only wrongly interpreted the lottery law, but also that, since the law is contained in the penal codes, enforcement should be left to the Justice Dept., not the FCC.

Phone Giveaways Declining

In voicing belief that the decision will not bring out a spate of new giveaway programs on the networks, officials pointed out that the number of such shows employing telephone calls—the type at which the rules were aimed—has been on the decline for some time. CBS Radio, for one, does not have a single telephone giveaway program, a spokesman noted. On the other hand, it was pointed out, local station giveaways appear to be continuing to enjoy wide use and popularity.

In Chicago, Walter Schwimmer, president of Walter Schwimmer Productions & Radio Features Inc., whose *Tello-Test* telephone quiz package was the immediate test case, expressed gratification with the high court's decision.

"I am naturally delighted with the decision and particularly the vote of 8-0, proving the complete illogicalness of FCC's proposed giveaway ban," Mr. Schwimmer stated. He said he hoped "this decision will not mean this country will be flooded with quiz and giveaway programs."

Tracing the history of the litigation, in which Schwimmer Productions filed suit against the FCC and later took the case to a New York federal court and obtained an injunction, Mr. Schwimmer said the Commission's proposed giveaway ban was based on personal and emotional reasons and its arguments were "not of logic or law." He asserted the FCC had been "high-handed, autocratic and stupid," adding that he does not mean to indict the present administration's FCC body."

Mr. Schwimmer intimated that the giveaway question was raised by "people" on the FCC who were not familiar with broadcasting and telecasting problems. He said it should be recognized that "this is a business" involving the livelihood of businessmen, and should be conducted "within certain boundaries" but devoid of emotional whims.

Telephone vs. Studio Quiz

"If telephone quiz shows have the element of lottery," he suggested, "then so do studio quiz shows. Then both must be against the law."

Mr. Schwimmer's *Tello-Test* currently is being aired over 150 radio stations, notwithstanding the reluctance of some broadcasters to buy the package because of the legal aspects raised by the FCC. Additionally, he said, the litigation of many years has been costly in legal fees as well as in station acceptance. Still, he continued, *Tello-Test* is being carried by far more outlets today than 10 years ago.

Frank P. Schreiber, manager and treasurer of WGN Inc., whose WGN Chicago was the first station to carry *Tello-Test*, issued a statement saying the Supreme Court decision was anticipated.

"The Communications Commission under the Communications Act has no authority to control program content except to prohibit blasphemy, obscenity, falsehoods, libel, slander, or treasonable utterances," Mr. Schreiber said.

John B. Moser, member of the legal firm of Moser and Compere, Chicago, who filed the original brief on behalf of Radio Features Inc. in 1948, described the Supreme Court ruling as "sound" and a "heartening decision."

"Apparently the court followed the basic thinking and reasoning behind the briefs that were filed from the beginning," he observed.

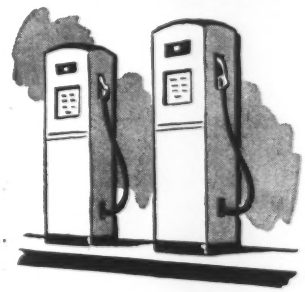
Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE FILLING STATION SALES, FOR INSTANCE!

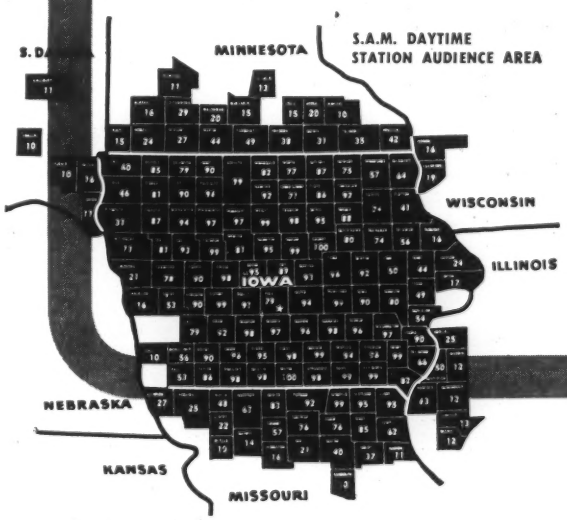
4.4%	CEDAR RAPIDS	
3.4%	TRI-CITIES	
8.6%	DES MOINES	
1.9%	DUBUQUE	
3.1%	SIOUX CITY	
3.7%	WATERLOO	
74.9%	REMAINDER OF STATE	



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
63.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
57.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.9%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1953-'54 Consumer Markets



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

HILL UHF HEARING TO BE HELD MAY 4-6

Word from Sen. Potter is that his work on the McCarthy-Army controversy has forced a shuffling of hearing dates.

THE HERALDED Senate hearing on the status of uhf has been postponed a week, from April 27-29 to May 4-6.

Senate Communications Subcommittee Chairman Charles E. Potter (R-Mich.) announced late Thursday the hearing would be pushed back because of activity by another Senate group.

The other legislative unit is the Senate Permanent Investigations Subcommittee which is probing the McCarthy-Army affair. The probe group last week announced hearings on that issue would begin April 22. Thus, Sen. Potter, who is a key member of the investigations subcommittee, wanted the uhf study delayed so that he could have time to spend on the McCarthy probe.

The communications hearing will be on uhf and the relationship of that tv band to the multiple ownership question [B•T, April 5, March 29].

Some uhf operators, it was understood, tentatively have been slated to deliver testimony. But the list is far from complete.

Quite definite is the expected appearance of Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn.

Manufacturers Slated

It was understood that the principal uhf transmitter manufacturers—most likely RCA, General Electric and DuMont Labs.—are planning to appear.

It was confirmed that the Ultra High Frequency Tv Assn. will have a spokesman before the committee. Lou Poller, WCAN-TV Milwaukee (ch. 25) and Leon Green of KNUZ-TV Houston (ch. 39) will testify.

Other uhf people have indicated their interest in appearing before the subcommittee but plans are not yet firm.

FCC will be represented, probably by its chairman, Rosel H. Hyde.

Reportedly the networks will send representatives to appear before the subcommittee, although details are slim.

The May 4-6 hearing will be held in the same room and hour as were announced previously for the April hearing.

TENNESSEE Gov. Frank G. Clement addresses a meeting of 200 state, county and municipal government and other leaders called by F. C. Sowell (l), manager of WLAC Nashville and chairman of the Governor's Emergency Traffic Safety Committee, to plan a campaign to reduce traffic accidents in response to President Eisenhower's appeal for an "action program" on traffic safety.

'DRY' BILL HITS TV BEER ADS

A NEW but different "dry" attack against beer advertising on the airwaves cropped up on Capitol Hill last week.

Rep. Hamer H. Budge (R-Idaho) quietly dropped a bill in the hopper which would amend Title 18 of the U. S. Code making it "a crime to televise advertising showing pictures of persons pouring, drinking or opening containers of alcoholic liquors."

B•T learned that the Congressman introduced the bill to affect tv exclusively because of a great many letters urging action on a now dormant House bill (Bryson bill) that would bar all alcoholic beverage advertising.

According to Rep. Budge, the most objectionable feature of tv to Idahoans who have written him on the subject is the advertising by beer firms who show the pouring, drinking or opening of beer containers.

Idaho is not a dry state but has state-licensed liquor stores.

The bill (HR 8744), referred to the House Judiciary Committee, would add a new section to the code which would read:

> Whoever, being a person licensed to engage in television broadcasting or licensed to operate a television broadcasting station in the U. S., knowingly transmits, or permits the transmission, over such station of commercial advertising showing any picture of a person or persons pouring, drinking, or opening the containers of any alcoholic beverage referred to in section 1263, shall be fined not more than $1,000, or imprisoned not more than one year, or both.

It would become effective about six months (180 days is specified in the bill) after the bill was enacted.

WSPA-TV Applies to Modify CP to Get Back on Paris Mt.

WSPA-TV Spartanburg, S. C., applied to the FCC last week to modify its construction permit for ch. 7 to put its transmitter permanently on Paris Mt., 5½ miles from Greenville, S. C.

This is the same site for which WSPA-TV held a special authority for interim operation, but which it turned back to the FCC two weeks ago after the U. S. Court of Appeals issued a stay order prohibiting construction [B•T, April 5]. The court's ruling came after appeals by WAIM-TV Anderson, S. C., and WGVL (TV) Greenville, S. C. Both are uhf stations. They claimed that the FCC refused to accept their protests to the interim authorization on the grounds that they were not "parties in interest." Nub of their protests was that WSPA-TV was required to move to Paris Mt. in order to secure a CBS affiliation. They claimed economic injury.

New WSPA-TV application indicated that the station would use the former site of WFBC-FM Greenville, which contains a 400-ft. tower and transmitter building plus a six-room cottage. It would lease this for $500 a month, the application said. It also indicated it would have CBS affiliation.

Present CP specifies 316 kw from 2,000 ft. antenna above average terrain on Hogback Mt. Proposed Paris Mt. site would utilize 200 kw from 1,182 ft. antenna height.

On Friday, WAIM-TV notified the FCC that it intended protesting this modification also.

Cuba-Mexico Dickering Must Precede U. S. Pact

MEXICO hopes to negotiate a bilateral standard broadcasting agreement with the U. S. as soon as that country, which was not signatory to the 1950 North American Regional Broadcasting Agreement, irons out channel differences with Cuba, which was party to the new NARBA.

This was indicated last week as the State Dept. announced its informal meeting with Mexican communications officials failed to produce an interim agreement but did outline an agenda for a formal session in Mexico City in October [CLOSED CIRCUIT, April 5]. The meeting was concluded by a luncheon at the Mexican Embassy Monday.

The U. S. delegation, with FCC Chairman Rosel H. Hyde as chairman and Comr. Robert E. Lee and State Dept. Telecommunications' John S. Cross as vice chairman, reportedly had been prepared to tackle a number of standard broadcast channel problems, including protests of certain Mexican station assignments, but Mexico deferred discussion until the formal meeting this fall. Mexico indicated it and U. S. have been getting along without interim agreement, and a few more months wouldn't matter.

Other U. S. representatives attending the closed meeting, which began March 29, included Joseph Kittner, James E. Barr, Bruce S. Longfellow, Donald Kanode and Irving L. Weston, all FCC; Gerald W. Russell, State Dept., and Raymond Harrell, telecommunications attache of the U. S. Embassy at Mexico City. Mexican officials included Delegation Chairman Carlos Nunez, Ministry of Communications and Public Works; Vice Chairman Lazaro Barajas, and Ignacio Ramirez Carraza and Manuel Zorilla.

First Local Tv Grant Goes to Muskogee, Okla.

FIRST local tv station for Muskogee, Okla., was approved by FCC last week in a ruling making final a hearing examiner's recommended grant of ch. 8 there to Tulsa Broadcasting Co. [B•T, March 8]. Tulsa Broadcasting is headed by John T. Griffin and is licensee of KTUL Tulsa and KFPW Fort Smith, Ark.

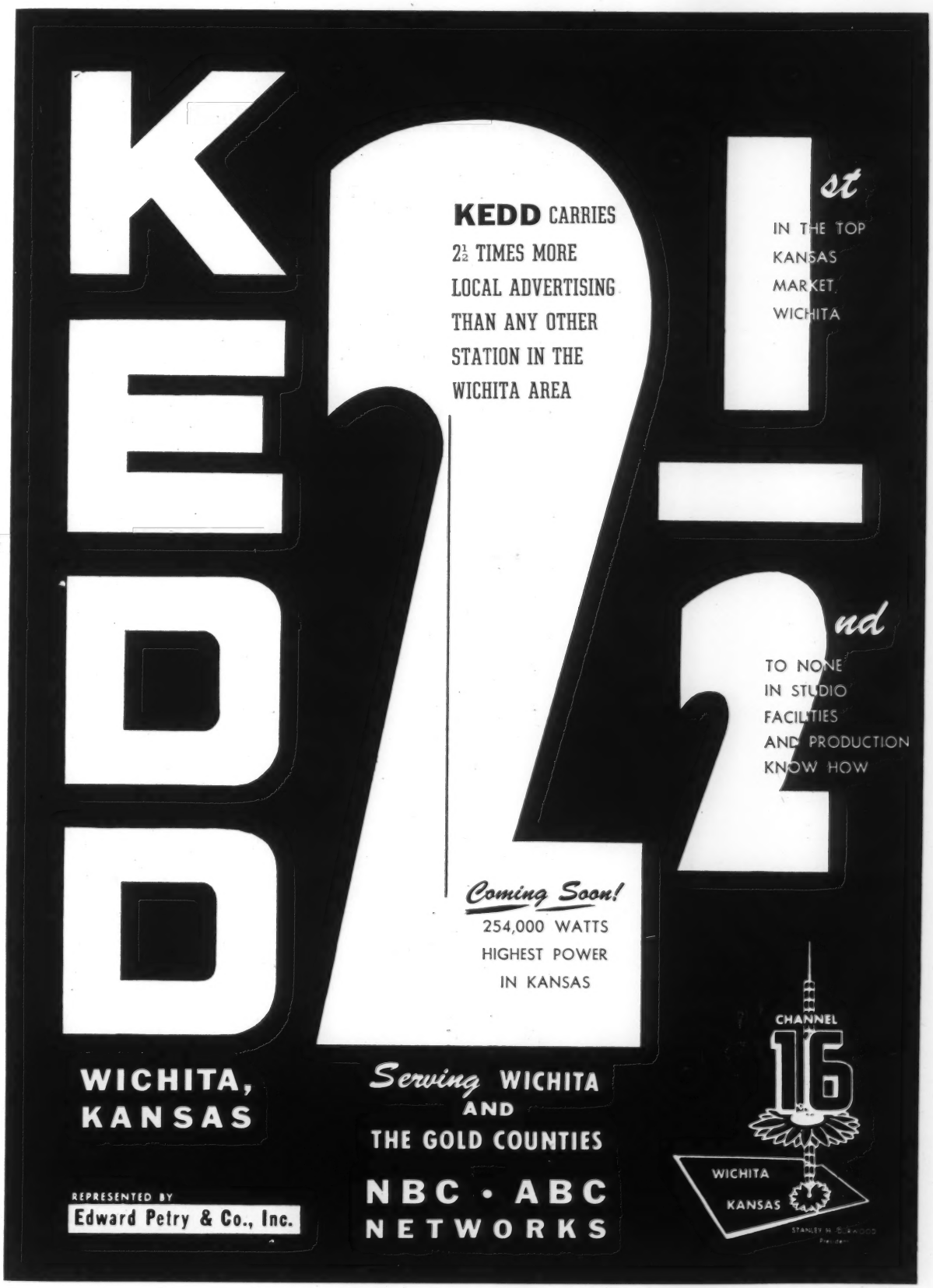
Action was made possible by dismissal of two competing applications, those of KBIX Muskogee and Ashley L. Robinson. The latter received $6,000 for expenses incurred.

Tulsa Broadcasting hopes for an August commencement date for the Muskogee ch. 8 outlet, it was indicated at the time of the initial decision. Avery-Knodel Inc. would be station representative while network affiliation is expected to be CBS since KFPW, KTUL and KOMA Oklahoma City, another Griffin interest, are radio affiliates of that network. Mr. Griffin also is principal stockholder in ch. 7 KRTV (TV) Pine Bluff, Ark., an ABC outlet.

Daytime Overlap Puts Sale Of KMO-AM-TV in Hearing

BECAUSE of a question of daytime overlap with KAYO Seattle (formerly KRSC), FCC last week advised KMO-AM-TV Tacoma that its proposed $500,000 sale to KAYO's owners "indicates the necessity of a hearing."

Carl E. Haymond has sold the KMO proper-


KEDD
1st
IN THE TOP KANSAS MARKET WICHITA
KEDD CARRIES 2½ TIMES MORE LOCAL ADVERTISING THAN ANY OTHER STATION IN THE WICHITA AREA
2nd
TO NONE IN STUDIO FACILITIES AND PRODUCTION KNOW HOW
Coming Soon!
254,000 WATTS
HIGHEST POWER
IN KANSAS
CHANNEL 16
WICHITA KANSAS
WICHITA, KANSAS
Serving WICHITA AND THE GOLD COUNTIES
NBC • ABC NETWORKS
REPRESENTED BY
Edward Petry & Co., Inc.

ties to Miss Jessica Longston and associates, subject to FCC approval [B•T, March 15, Jan. 25]. The Longston group owns KAYO. Seattle is 25 miles from Tacoma.

Associated with Miss Longston are Miss C. V. Zaser and Robert E. Pollock. The latter is manager of KAYO. The same group, plus Mrs. A. T. Brownlow, own KPUG Bellingham, KSEM Moses Lake, both Washington, and KBIO Burley, Idaho. They hope to make KMO-TV a Tacoma-Seattle outlet.

FCC PROPOSES GRANT TO WSAV

INITIAL decision proposing to grant a new tv station on vhf ch. 3 to WSAV Savannah, Ga., notwithstanding its unauthorized premature construction, was issued last week by FCC Examiner James D. Cunningham.

The decision found both applicants, WSAV and WJIV Savannah, technically, legally and financially qualified to construct the tv facility. The decision further noted that neither contestant could be preferred on the basis of program service or balance. Preference must be given to WSAV over WJIV, the decision concluded, on the basis of more complete integration of ownership in station management and distribution of mass media of communications.

WJIV is owned by E. D. Rivers Jr., owner of WFAS Decatur and WGOV Valdosta, both Ga., and KWFM West Memphis, Ark. He is also president, director and majority stockholder of uhf ch. 37 WGOV-TV Valdosta.

In referring to diversification of mass media of communications, the decision concluded that the Commission's policy "in the absence of countervailing circumstances or conditions, is to prefer the applicant, if found basically and otherwise qualified, with the least broadcast holding or none at all."

The initial decision favoring WSAV is subject to the condition that the station should not utilize its unauthorized prematurely constructed transmitter-projection-control room and antenna base on the roof of the Liberty National Bank Building in Savannah.

During the competitive hearing WJIV had contended that the premature construction by WSAV was illegal and therefore the station should be disqualified as an applicant.

FCC Broadcast Bureau maintained the position that the WSAV application must be rejected because "it is not sound administrative policy to grant applications for broadcast facilities with conditions relative to the non-utilization of premature or unauthorized construction."

In rejecting these conditions the initial decision concluded that "public interest would be better served by the conditional approval of the WSAV proposal," and that rejection because of the unauthorized premature construction "would be unwarranted and to the disadvantage of the Savannah area."

Tarheel Lawmaker Hits FCC's Skywave Proposal

REP. L. H. FOUNTAIN (D-N. C.) has taken his complaint against the FCC proposal to provide increased protection to Class I-A clear channel stations [B•T, March 15] to the Commission three times in the past month, it was revealed last week [CLOSED CIRCUIT, April 5].

Rep. Fountain, who is associated with his brother's (V. E. Fountain) operation of WCPS-AM-FM Tarboro, N. C., told the FCC he did not "think it is fair or equitable, or democratic, for some 20-odd high powered stations in the U. S. to monopolize 20-odd different clear channel frequencies, making it impossible for a local station" as exists in his state to broadcast on these frequencies except when there is no interference.

His first letter was sent March 15, the second March 29 and the third last Monday. The Congressman has been informed by FCC that an answer to all three letters was forthcoming.

Rep. Fountain, noting that 8% of the U. S. daytime broadcasters are located in North Carolina, said FCC's proposal to curtail certain hours of some daytimers may well force "numbers of daytime stations to end up in bankruptcy."

The Congressman said it was "inconceivable" to him that the Commission would put into effect an order to "protect the interests of a little over 20 national operations."

NIAGARA GRANTED CH. 2 AT BUFFALO

In final decision Commission majority held that Niagara-Frontier Amusement Corp. did not pay indirect consideration for the Enterprise Transmission dismissal.

FINAL decision to grant ch. 2 at Buffalo to Niagara-Frontier Amusement Corp., representing a merger proposal among several applicants and prospective purchase of WGR there for $1.45 million, was issued by FCC last week. It becomes the fourth tv station there and the second vhf outlet.

The Commission majority substantially adopted the initial decision issued in February by an examiner which found circumstantial evidence that a late-filed competitive bid by Enterprise Transmission Inc. was for the purpose of delay, but could not conclude on the basis of such evidence that Enterprise represented a "strike" bid nor had Niagara-Frontier paid indirect "consideration" for Enterprise's dismissal by proposing to purchase defunct ch. 59 WBES-TV Buffalo for nearly $500,000 [B•T, Feb. 22].

The final decision denied major exceptions by the Commission Broadcast Bureau which contended the evidence was more than circumstantial and that Niagara-Frontier had paid indirect consideration for the Enterprise dismissal by the proposed purchase of WBES-TV [B•T, March 15].

Comr. Robert T. Bartley, however, dissented from the majority ruling. He said: "I would favor the inclusion of the Broadcast Bureau's findings. Under the circumstances I could not vote for a grant."

FCC called for the Niagara-Frontier hearing late last year to question circumstances surrounding the late-filing and subsequent dismissal of the Enterprise bid, including "good faith" of the latter [B•T, Dec. 14, 1953].

The merger proposal provides that surviving applicant Niagara-Frontier will give part ownership to former competitors Victory Tv Corp. and Niagara Falls Gazette Pub. Co. with the latter disposing of WHLD Niagara Falls. Niagara-Frontier also would buy WGR, another ch. 2 applicant, for $1.45 million from Leo Fitzpatrick and I. R. Lounsberry. The ch. 2 decision is without prejudice to such action as the Commission might take to approve any future applications to effectuate the merger.

Paley Report Testimony

WILLIAM PALEY, chairman of CBS Inc., appeared Friday before Chairman George W. Malone's (R-Nev.) Senate Interior subcommittee on minerals, materials and fuels. Mr. Paley testified on the Paley Report, which was compiled under his direction some two years ago. The report, prepared during the Truman Administration, dealt with available natural resources in the U. S., concluding they were not sufficient for the long-range economic welfare of the country.

Stanton at White House

FRANK STANTON, CBS president, was a guest of President Eisenhower Thursday night at a White House stag dinner. The guest list of 14 included Henry R. Luce, Time-Life Inc. editor-in-chief.

BALLPLAYER CAUGHT IN SENATE ROW

BASEBALL fever broke out in the Senate last week with talk of a baseball catcher looking for a radio job and an agency man allegedly helping him find it.

The exchange took place before the Senate Anti-Trust and Monopoly Subcommittee. The subcommittee held a special, one-witness hearing with Sen. Edwin C. Johnson (D-Colo.) sitting in with the Senators.

The witness was Chicago Cubs catcher Joe Garagiola. The purpose of the hearing tied in with Sen. Johnson's proposal that baseball clubs ought to be subject to anti-trust laws. Original version of his bill applied only to baseball clubs affiliated with the alcoholic beverage industry and was then said to be aimed at Anheuser-Busch Inc. which owns the St. Louis Cardinals [B•T, March 22, 1].

Sen. Johnson raised the question whether the brewery firm was "tampering" in violation of baseball rules. To this, Mr. Garagiola replied skeptically—all he wanted to do was look about for a radio-tv job since baseball is not as "glamorous" as it seems. Anyway, he noted he was only a .250 hitter.

Mr. Garagiola testified he had asked Harry Renfro of the D'Arcy Advertising Co. in St. Louis to get him such a job. The ball player said Mr. Renfro was sure he could get a $12,000 a year 15-minute radio show for him.

To Sen. Johnson, this looked like "tampering" via the brewery-Cards relationship with Mr. Renfro.

In St. Louis, Mr. Renfro admitted the catcher had asked him about a radio-tv post but that he told the player he was in "no position to offer him such a job" while Mr. Garagiola was with the National League club or in baseball.

Mr. Renfro denied Sen. Johnson's suggestion that the Cards or the brewery had "tampered" with the catcher.

Meanwhile, Cliff Jaffee, the Cubs public relations chief, said Mr. Garagiola intimated he would go into radio-tv "after his career is over" and said he believed the ball player had been on the air last year during the baseball off-season.

According to Mr. Renfro, the agency executive had told the ball player he would discuss the matter with him only after he left baseball. Mr. Garagiola has built a reputation as an after-dinner speaker and is thinking seriously of quitting the sport, according to Mr. Renfro.

Come and Get it!

Michigan's Golden Triangle

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH	WKHM	WKMF
DEARBORN	JACKSON	FLINT
5000 Watts (1000 WATTS — NIGHTS)	1000 Watts	1000 Watts

LOUIS HAYWARD as MICHAEL LANYARD...The LONE WOLF

FADE IN: EXTERIOR SHOT - STREET - SHANGHAI LIL - SAN FRANCISCO - NIGHT
CUT TO CLOSE UP OF MICHAEL LANYARD WALKING - NARRATION: - Lanyard

I am Michael Lanyard; some call me Michael . . . others call me "THE LONE WOLF." I have a simple philosophy . . . "live and let live." People always need help . . . when they come to me I listen. Sometimes I resort to unorthodox methods, and while I've been known to bend a law or two, I've never broken one. I've never believed people were meant to live in fear, fear in any form . . . Me . . . I guess I'm a sucker for people . . .

DISSOLVE

NEW ANGLE: Lanyard - CAMERA DOLLIES CLOSE UP - HAND HOLDING LONE WOLF MEDALLION - NARRATION: - Lanyard

A long time ago, I was given this Ming Wolf Medallion by the High Lama Chien Fe who said: "Michael, it will always come home to you." . . . I've left it in some strange places . . . it always has. . . .

DISSOLVE

DRESSING ROOM SHOT - Louis Hayward - NARRATION: - Hayward

My name is Louis Hayward, I play the part of Michael Lanyard, the Lone Wolf. With the Lone Wolf Company, I've traveled to the world's most romantic cities shooting the backgrounds for the Lone Wolf stories. Places like Cairo, New Orleans, Honolulu, Mexico City, Paris, San Francisco, London and Las Vegas. I've met a lot of people. . . .

DISSOLVE

NARRATION: - Mr. UTP

You've met our star LOUIS HAYWARD who portrays THE LONE WOLF, one of America's most famous literary characters from the pen of Louis J. Vance . . . and now for some FACTS AND FIGURES:

FACT — LOUIS HAYWARD has consistently been one of the most sought after Hollywood stars.

FIGURES — During the last five years, LOUIS HAYWARD'S motion pictures have grossed over $10,000,000.00

FACT — Every LOUIS HAYWARD motion picture has been a box office success.

FACT — Today, now . . . LOUIS HAYWARD has a tremendous following who in the past have and will continue to pay to see him in motion pictures. This loyal group is a guaranteed "paid-up" insurance policy for LONE WOLF sponsors.

FACT & FIGURES — The LONE WOLF series is now available for local and regional sponsorship. There are 39 never to be forgotten half-hour shows.

FACT — If you haven't already received your LONE WOLF press book with all details . . . WRITE . . . WIRE . . . PHONE . . . TODAY!

FACT — This series is backed up by a complete campaign . . . Advertising . . . Publicity . . . Exploitation . . . Merchandising . . . and your own personal sales promotion campaign designed to fit your own specific needs!

WRITE . . . WIRE . . . PHONE . . . TODAY!

HOLLYWOOD . . . Home Office 650 No. Bronson
HOllywood 9-8321 TWX LA 1432

NEW YORK . . . . 444 Madison Ave. PLaza 3-4620

CHICAGO . . . . . 360 No. Michigan CEntral 6-0041
or your local office

UNITED TELEVISION PROGRAMS inc.

THE LONE WOLF IS A GROSS-KRASNE PRODUCTION

TV NEWSREEL

YEAR'S contract is closed for sponsorship of *Duffy's Tavern* on WPTZ (TV) Philadelphia. L to r: Alexander W. Dannenbaum Jr., WPTZ sls. mgr.; Karl Gretz, gen. sls. mgr. & sec'y. of William Gretz Brewing Co., sponsor; Charles Fish, WPTZ slsmn.; F. H. Seberhagen, pres., Seberhagen Inc., agency for account.

RHEINGOLD Brewing Co. campaign on KEYT (TV) Santa Barbara, Calif., is planned by (l to r): Harry Wise, George P. Hollingbery Co. L. A. mgr.; Muriel Bullis, timebuyer, Foote, Cone & Belding; Colin M. Selph, KEYT pres.

SIGNING *for Bobo Newsom and the Knot Hole Gang* on WMAR-TV Baltimore are (l to r): Seated—Carl P. Schmidt, pres., Schmidt Baking Co., a sponsor; Bobo Newsom, m.c.; E. K. Jett, WMAR-TV v.p.-dir.; Tom Kurdle, field sls. mgr., William Schluderberg-T. J. Kurdle Co. (Esskay), meatpackers-sponsors. Standing —Ernest A. Lang, sls. mgr., and Robert B. Cochrane, prog. dir., both WMAR-TV.

WFIL-AM-TV Philadelphia will be only air media used there by Crosley Div. of Avco Mfg. in saturation campaign introducing its new "Super V" 17-inch tv set. L to r: Seated—Todd Owen, sls. prom. mgr. Crosley Div.; Ted Kapnek, adv. mgr., Delaware Valley Distributors Inc., Phila. Crosley outlet. Standing—Howard W. Maschmeier, asst. to gen. sls. mgr., WFIL; Kenneth W. Stowman, gen. sls. mgr., WFIL-AM-TV, and Jack Steck, exec. prog. dir., WFIL-TV.

5 NEW TV OUTLETS GRANTED BY FCC

Non-hearing grants go to Marquette, Mich., Gastonia, N. C., and Seattle. Final hearing decisions approve stations at Muskogee, Okla., and Buffalo.

THREE new tv stations were approved by FCC last week while two other new outlets were approved in final hearing decisions.

Non-hearing grants were for ch. 6 at Marquette, Mich., to Peninsula Tv Inc.; ch. 48 at Gastonia, N. C., to Air-Pix Corp., and ch. 20 at Seattle to Seattle Construction Co.

Final decisions in hearing cases resulted in authorizations for ch. 6 at Muskogee, Okla., to Tulsa Broadcasting Co. and ch. 2 at Buffalo to Niagara-Frontier Amusement Corp. (see separate stories).

Details of the non-hearing permits follow:

Marquette, Mich.—Peninsula Television Inc. granted vhf ch. 6 with effective radiated power 24.5 kw visual and 13.2 kw aural and antenna height above average terrain 630 ft. Address: 2625 W. Wisconsin Ave., Milwaukee.

Gastonia, N. C.—Air-Pix Corp. granted uhf ch. 48; ERP 14.4 kw visual, 7.59 kw aural; antenna 900 ft. Address: Lowell, N. C.

Seattle, Wash.—Seattle Construction Co. granted uhf ch. 20; ERP 200 kw visual, 100 kw aural; antenna height above average terrain 630 ft. Address: % Edward J. Schneider, 200 W. Mercer St.

Peninsula Tv is headed by Jerome Sill, part owner of WMIL-AM-TV Milwaukee. Air-Pix is headed by yarn manufacturer C. M. Robinson with W. C. Bivens, freelance radio-tv producer, as vice president. Edward J. Schneider, who also has investment and real estate interests, heads Seattle Construction Co.

The Marquette and Gastonia grants are for the first tv outlets in those cities. Seattle has KING-TV on ch. 5 and KOMO-TV on ch. 4 with educational KUOW-TV under construction on reserved ch. 9.

WHIZ-TV's Petition Granted

In other tv actions last week, the Commission granted a petition by WHIZ-TV Zanesville, Ohio, for waiver of the rules and approved modification of the station's permit to specify uhf ch. 18 in lieu of ch. 50. WHIZ-TV is operating on the latter channel, carrying all four networks. ERP specified for the ch. 18 operation is 74.1 kw visual and 40.7 kw aural with antenna height above average terrain 540 ft.

FCC designated for hearing May 7 in Washington the competing bids for ch. 9 at Dothan, Ala. These include WOOF there and Ala-Fla-Ga Tv Inc.

The Commission amended its table of tv assignments to add ch. 68 to Petaluma, Calif., in lieu of ch. 56 in order to avoid interference with proposed educational station of Delta-Sierra Educational Tv Corp. on ch. 42 at Stockton. Change becomes effective 30 days after publication in the *Federal Register*.

Motions Comr. Robert T. Bartley approved a petition by WSAU Wausau, Wis., for dismissal of its ch. 7 application and retained in hearing status the ch. 7 bid of Wisconsin Valley Tv Corp. The latter proposes to buy WSAU for $175,000 from John R. Tomek (51%) and Charles Lemke (49%). Mr. Lemke gets options for 25% in the tv venture while Mr. Tomek would be retained as consultant [B•T, April 5].

Colorado Call

COLORADO friends of Sen. Edwin C. Johnson (D-Colo.) were reported last week to be planning to "draft" the Senator into the race for the Democratic nomination for governor. Sen. Johnson, who a fortnight ago announced he would not be a candidate for re-election to the U. S. Senate [B•T, April 5], said he was "not taking [the move] seriously as yet." He said his friends "will cool off later." Democrats hope that if the Senator sticks to his decision not to run for the Senate he can be prevailed upon to run for governor, thus bolstering the Democrats' ticket there.

Home Loan Bank Board Wants New Ad Policy

The board has proposed a new regulation to ban radio-tv advertising of high interest rates on savings and shares outside of the bank's home territory.

HOME Loan Bank Board doesn't like the idea of savings and loan banks advertising high interest rates on savings and shares outside their home territory. The board has proposed a new regulation to ban such advertising in newspapers, periodicals, radio and tv stations, and other media outside a 50-mile radius of the principal office. Hearing on the proposal is scheduled for April 19 in Washington.

What has upset the HLBB is advertising by savings and loan institutions in media distant from the home areas of such banks which play up high dividend and interest rates for depositors and share owners. HLBB feels this siphons investment money away from areas where such institutions are paying more modest dividends or interest.

"The practice of advertising in distant areas has become so widespread that the Board believes it should hear and consider the pros and cons of the subject . . .," the Board recently wrote Cranston Williams, general manager, American Newspaper Publishers Assn. The Board emphasized that the proposed ban *only* applies to the advertising of rates; it does not prohibit advertising an institution anywhere in the U. S.

HLBB operates the Federal Savings and Loan Insurance Corp., which guarantees up to $10,000 for each savings depositor in savings and loan banks. It also operates the Federal Home Loan Bank System. There are 3,300 savings and loan banks under its jurisdiction, with more than $22 billion in assets.

The suggested rule proposes to add a new section to the rules as follows:

Section 163.30. *Advertising Returns Paid to Investors.* An insured institution may not advertise the rate of dividend, earnings or interest paid on its shares, investment certificates, deposits or savings accounts in any newspaper or magazine which is published, or over any radio or television broadcasting station or other public media which is located beyond fifty miles from its principal office or outside the territory beyond such fifty mile area within which the institution was operating on June 27, 1934.

The HLBB also proposed to revise another regulation which would forbid institutions to pay sales commissions or other compensation to salesmen or brokers doing the same thing forbidden to the institution itself.

NEXT "FLIGHT" TO VENUS -- 5:00 PM

For their daily flight into fancy, young jet pilots (and stewardesses) in the DALLAS-Fort Worth area turn to Cap'n Bob on Channel 8. Every afternoon at 5 Cap'n Bob's *Kiddie Karnival* blasts off to Venus* and points north, east, south and west for thirty minutes of big-time stuff.

In-person audience is limited. Reservations are booked up to several months in advance. Most popular TV flight on the DALLAS-Fort Worth scanning screen, Kiddie Karnival carries more than double the combined audience of two competing kids' programs. Check Telepulse or any survey log.

Naturally, the crew buys lots of "supplies" specified by Cap'n Bob — including dairy products, photographic portraits, soft drinks, hot dogs, and such. If you'd like your product included in the flight provisions, ask the Petry TV-travel agent.

**Venus, Texas, is an eye-bat by rocket from the WFAA-TV tower, and well within the picture that covers 426,400 families.*

Now 330,000 TV homes in the Channel 8 picture!

Channel 8

WFAA-TV

DALLAS — Fort Worth

NBC • ABC • DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

WBBM
BATTAGLI

Somebody say something?

Been some talk about
who's biggest in Chicago radio.
Here are the *facts:*

For a long, long time,*
WBBM has always been the
big station—the top
performer—in Chicago. And
still is, day and night.

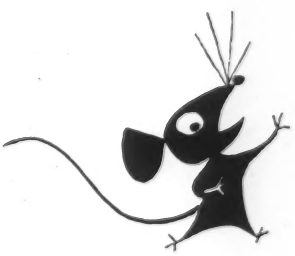
Daytime: WBBM delivers
an audience 43.2%
larger than that of Chicago's
next station... larger than
that of the third and
fourth stations *combined.*†

Nighttime: WBBM's average
audience is 27.3% larger than
that of the next station...
68.0% larger than
that of the third station.†

'Nuff said?

WBBM RADIO

Chicago's *Show*manship Station
50,000 watts • CBS Owned
Represented by CBS Radio Spot Sales



* Pulse of Chicago
† Pulse of Chicago, Jan.-Feb. 1964

NINE STATION PROPERTIES INVOLVED IN SALES ACTIVITY

Storer group will sell KGBS-AM-TV San Antonio to make room for WXEL (TV) Cleveland and KPTV (TV) Portland. WTVH-AM-TV are sold to the Peoria 'Journal' & 'Star.' Westinghouse buy of KPIX (TV) San Francisco is made official. Other sale plans are filed at FCC.

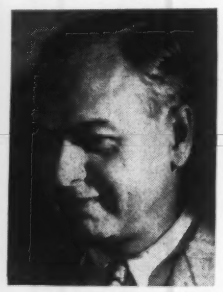
STATION sales, involving KGBS-AM-TV San Antonio and WTVH-AM-TV Peoria, were announced last week.

At the same time, WSUN-AM-TV St. Petersburg, Fla., was put up for lease to the highest bidder.

Also, official announcement was made of the purchase by Westinghouse of KPIX (TV) San Francisco.

And, filed with the FCC last week were applications for Commission approval of the purchase of KOTV (TV) Tulsa by the J. H. Whitney Co.; of KLZ-AM-FM-TV Denver by Time Inc., of KOY-TV Phoenix by its channel 10 sharetimer KOOL-TV, and transfer of 50% ownership of WTRI (TV) Schenectady from Fabian interests to Stanley-Warner Corp.

Sale of KGBS-AM-TV San Antonio by Storer Broadcasting Co. to the Express Publishing Co., owner of KTSA-AM-FM San Antonio, for $3.5 million was announced last week, subject to the customary FCC approval.



MR. STORER

Express Publishing will be required to divest itself of KTSA, under the Commission's duopoly rules.

The Storer company's sale of its San Antonio stations is in conjunction with its $8,500,000-plus acquisition, also subject to FCC approval, of WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., which would push the company over the FCC's five-station tv limit. In this transaction also is the Empire Coil Co., licensee of the stations.

Storer owns WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, and WBRC-TV Birmingham, Ala., as well as KGBS-TV, plus radio stations in those cities and WWVA-AM-FM Wheeling and WGBS-AM-FM Miami. However, the company has filed a court test, in U. S. Court of Appeals for the District of Columbia, of FCC's right to limit the number of stations one entity may own [B•T, Jan. 25].

Principals Announce Sale

The KGBS-AM-TV sale was announced jointly by Frank Huntress Jr., executive vice president and general manager of Express Publishing, and George B. Storer, president of Storer Broadcasting Co. Express publishes the *San Antonio Express* and *San Antonio Evening News*.

The sale announcement came less than a week after the appointment of George B. Storer Jr., former managing director of KGBS-AM-TV, to the new post of vice president in charge of planning and finance for Storer Broadcasting, and the promotion of Bill Michaels, manager of the San Antonio stations, to succeed him as managing director [B•T, April 5].

KGBS is on 680 kc with 50 kw day and 10 kw night and is affiliated with CBS Radio, while KGBS-TV is on ch. 5 and affiliated with CBS-TV, ABC-TV, and DuMont. KTSA is on 550 kc with 5 kw and is affiliated with ABC.

Purchase of WTVH and WTVH-TV Peoria, Ill., from Hilltop Broadcasting Co. by Peoria Journal-Star Inc. for approximately $225,000 was announced last week after authorization by the latter's board of directors [CLOSED CIRCUIT, April 5].

Announcement was made by Henry P. Slane, executive vice president and board director of the corporation, which resulted from the recent merger of the *Morning Star* and afternoon *Journal*. The transaction was handled through Blackburn-Hamilton Co., radio-tv station and newspaper brokerage firm. It is subject to customary FCC approval.

Hilltop Broadcasting Co. is owned 55% by Hugh R. Norman, who is president of WTVH-AM-TV. He also holds 52% ownership in KSTT Davenport, Iowa. L. W. Hicks of Pittsburgh represents 36% of stock in WTVH-AM-TV and the remaining 9% is held by minority stockholders.

If approved by the Commission, the *Peoria Star* and *Journal* would hold controlling but unspecified interest in the radio and television properties.

WTVH is MBS outlet for Peoria, while WTVH-TV is affiliated with ABC-TV, CBS-TV and DuMont Tv Network. WTVH-TV operates on ch. 19, with Edward Petry & Co. Inc. as national representative. WTVH is represented by Sears & Ayer and is on 1590 kc with 1 kw.

At its recent meeting, the board of directors of Peoria Journal-Star Inc. elected Carl P. Slane as president.

The city council of St. Petersburg, Fla., on Tuesday authorized City Manager Ross E. Windom to advertise for bids proposing to lease city-owned WSUN-AM-TV there. The action followed by about a week a legal ruling by the state's highway board clearing conditions of the city's lease on the stations' transmitter site on state-owned land at the east approach to Gandy Bridge. Studios are on municipally-owned Recreation Pier.

It is understood the properties are worth in excess of $1 million.

Last fall, city officials informally were advised by Ted Mack of NBC-TV's *Original Amateur Hour* and his business associates that they would bid on the stations should they be available. This was disclosed when the city council voted to dispose of the properties "by sale or lease" on condition a fair price could be obtained and legal problems such as the state lease be worked out. [B•T, Oct. 12, 1953.]

Mr. Windom indicated the minimum period of the lease would be 20 years with maximum of 43 years. Bids will be received up to 11 a.m. April 28, he said, at which time they will be opened. The city manager indicated his legal department is completing specifications for the bid proposals and said the specifications will be available upon inquiry.

WSUN Founded in 1928

WSUN was founded by the city in 1928 when there was no other local radio service. It is assigned 5 kw fulltime on 620 kc, directional night, and is an ABC outlet. WSUN-TV took the air at the end of May 1953 on ch. 38 and is the only operating tv there, carrying all four networks. Tampa Times Co.'s WDAE Tampa is favored in an initial decision for ch. 13 while WFLA Tampa is similarly favored in another initial decision for ch. 8. Both cases await final rulings by the FCC.

The $6 million KPIX (TV) transaction, under negotiation since last fall [B•T, March 8], was announced last Wednesday by Gwilym A. Price, Westinghouse Electric Corp. president, with whom the contract was signed by Wesley I. Dumm, controlling stockholder of KPIX. It is understood that the sale, subject to FCC approval, involves primarily Westinghouse stock, plus cash to go to minority stockholders.

Philip G. Lasky, vice president and general manager of KPIX and its am affiliate, KSFO, will continue as the directing head of the television operation following FCC approval, it was learned. Mr. Lasky, a veteran West Coast broadcaster and agency executive, holds approximately 14% of KPIX. KSFO is not in-

ATTENDING a sales training school conducted by Fred A. Palmer, radio-tv sales training consultant, for the Vic Diehm stations (WAZL Hazleton, WHLM Bloomsburg, WHOL Allentown, all Pa., and WIDE Biddeford, Me., and WVDA Boston) were (l to r): Standing—Pat Campbell, WHLM sales; Carl Swanson, WIDE sales; Jim Towle, WDVA sales; Arthur Deters, WIDE manager; Mr. Palmer; Joe Dooley, WHLM sales; Tommy Tito, WAZL sales; Bob Williams (in rear), WHLM manager; Lambert Beeuwkes, WVDA manager; Al Wilcox, WHOL sales; Harry Hartman, WVDA sales; Lew Long, WHLM sales; Seated—Frances Saunders, WHLM sales; Kitty Kahler, WAZL administrative; Gertrude Eastman, WIDE sales; Kathleen Rowan, WVDA sales; Dorothe Kreuger, WHOL sales; Vic Diehm, executive of the five stations; Len Hornsby, WVDA sales; Jim Chambers, WHOL manager; Jay Bechtel, WHOL sales.

Color Tv in Sioux City Sue-land

Recently Bekins Furniture Store showed eleven pieces on KVTV—a davenport, two chairs, three tables, a rug, two lamps, two pictures. Immediately after the program, a lady telephoned Bekins to say, "I'll take the whole bundle of everything you showed on KVTV a few minutes ago." When asked what colors she wanted, her reply was, "Just send me the same colors you showed on KVTV."

Commercial:
Even in black-and-white, commercials get a compatible reception in Sioux City Sue-land, where there are more tv sets than in France, West Germany, Denmark, Italy, Japan, and The Netherlands combined. (In real money, this means more than 100,000 sets.)

CBS, NBC, ABC & DuMont
Represented by The Katz Agency

KVTV Channel 9
SIOUX CITY, IOWA

KVTV, *a Cowles Station, is under the same management as* **WNAX-570**, *the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

volved in the transaction.

The announcement by Mr. Price, from Sunnyvale, Calif., where Westinghouse was holding its annual stockholders meeting, stated simply that the agreement had been signed to purchase KPIX with Mr. Dumm, who was present at the meeting. Originally the transaction contemplated acquisition by Westinghouse of a minority interest (49%) for $2,450,000 [CLOSED CIRCUIT, Nov. 15, 1953]. Subsequently it was made to cover 100%.

Upon FCC approval, Westinghouse will have three tv stations, plus five am. The tv outlets are WBZ-TV Boston and WPTZ (TV) Philadelphia, acquired last May for $8.5 million in a record single station deal. The $6 million deal figure, it is understood, is based on KPIX net earnings before taxes. Intrinsic value of the KPIX physical equipment and real estate, it is understood, are in the neighborhood of $2 million. The station, operating on ch. 5, is CBS and DuMont affiliated.

Westinghouse now has pending applications for tv in Pittsburgh, where it operates the pioneer KDKA, and Portland, Ore., where it operates KEX. Question of technical conflict with the multiple ownership regulation, limiting tv ownership to five, raised several weeks ago by the FCC, is expected to be cleared up shortly. Three of the Westinghouse parent company directors also are directors of companies holding interests in other broadcast properties but steps already have been taken to rectify this condition.

Entire Staff Retained

It was made clear by Mr. Price that not only Mr. Lasky but the entire staff of KPIX would be retained under Westinghouse management. KPIX was organized in December 1948 by Mr. Dumm and his associates as the first tv station in San Francisco. It operates with maximum power of 100 kw. It is expected the formal application for transfer will be filed with the FCC within a fortnight.

"This is part of the Westinghouse plan to acquire and operate television stations in key centers of the country," Mr. Price said. Our desire to acquire KPIX reflects our continuing belief in the growth and development of the Pacific Coast, as well as our recognition of the increasing service television performs in the daily lives of its viewers. Westinghouse now operates the largest electrical manufacturing plant in the West at Sunnyvale. We look forward to continued expansion in our West Coast activities, which center in the San Francisco area."

In addition to FCC approval, another contingency in the Westinghouse transaction is the outcome of tax legislation now in Congress. Westinghouse officials, however, evinced little concern about this aspect.

A provision of the new House-passed tax bill, now under consideration by the Senate Finance Committee, deals with corporate reorganization (Sect. 359 of the new bill). Previously, where stockholders of one company were paid in stock of the buying company, they could under certain conditions defer paying the tax on the gain until they sold the received stock. In the revised regulation, this deferment may not be allowed unless the stock paid to the old stockholders amounts to 25% or more of the outstanding stock of the purchasing company.

Within a week after the announcement [B•T, April 5], application for FCC approval of the sale of KOTV (TV) Tulsa from Wrather-Alvarez ownership to J. H. Whitney Co., New York investment house, for $4 million was filed.

Agreement provides that $500,000 would be paid following FCC approval, with the remainder of the $4 million to be paid at the rate of $500,000 per year, with interest increasing from 4% during the first few years to 5½% in the seventh year.

In determining the purchase price, the agreement indicated that KOTV's CBS-TV affiliation is worth $1,250,000 and affiliations with the other networks, $850,000.

The Whitney firm, which is capitalized at $10,050,000, has varied interests in oil and gas properties, frozen meats and pies, frozen juice concentrates, power saws, orange groves, shoe factory, newsprint, research, electronics development, uranium, seaweed extract, manufacturing and equipment firms.

It also owns community television systems in Wenatchee, Walla Walla, and Richland, Wash.; Morgantown, Clarksburg, and Fairmont, W. Va.; Williamsport and Bloomsburg, Pa., and Winchester, Ky. Most of these are in conjunction through equipment and managerial contracts with Jerrold Electronics Corp., Philadelphia.

Balance sheet for Wrather-Alvarez Inc. as of Dec. 31, 1953, included in the recent KOTV renewal application, showed that the station had total assets of $786,676, of which $483,368 were current assets, and total current liabilities of $196,310. Surplus, less dividends, was listed at $71,673.

Sale is in two steps. FCC was asked first to reassign KOTV from its present corporate licensee to individuals, J. D. Wrather Jr., his mother, Mrs. Maizie Wrather and Mrs. Maria Helen Alvarez. Mr. Wrather and his mother own 50% of KOTV, and Mrs. Alvarez the other 50%.

In the second step, the Commission was asked to approve the sale of these interests to Osage Broadcasting Corp., wholly owned by the Whitney firm.

Mr. Wrather and Mrs. Alvarez also each own 38.89% of KFMB-AM-TV San Diego and are 25% owners together of Superior Television Inc., applicant for ch. 10 at Corpus Christi, Tex. Mr. Wrather holds a construction permit for ch. 44 in Boston, under the call letters of WJDW (TV). The other 22.22% of the KFMB stations is owned by Edward Petry & Co., station representatives.

Balance sheets for Mr. Wrather and his mother indicated that their net worth individually is more than $5 million. Mrs. Alvarez' net worth is in excess of $2 million.

President of the proposed new licensee will be C. Wrede Petersmeyer. Among the directors of the Whitney Co. is James F. Brownlee, who is chairman and 4.95% owner of WKLO-AM-TV Louisville, Ky., and also a director and owner of less than 1% of R. H. Macy Co., which owns 10% of General Teleradio Inc. General Teleradio is the principal stockholder of MBS and owns WOR-AM-FM-TV New York, the Yankee Network stations in New England and the Don Lee stations in California.

Balance sheet for the J. H. Whitney Co. shows that it lost $13,197 in 1952, and made a profit of $32,155 in 1953.

No Personnel Changes

Application indicated that there would be no change in personnel or programming following change of ownership. KOTV began operating in 1949 and until recently was the only tv station in the area. KCEB (TV) on ch. 23 is the second operating Tulsa station. KSPG (TV) holds a grant on ch. 17.

The sale was negotiated by Howard E. Stark, radio and television station broker, New York.

Serving with Mr. Petersmeyer will be fellow-Whitney partners William H. Jackson, John H. Schemmer and Robertson D. Ward. Mr. Wrather and Mrs. Alvarez also will be on the board of directors.

Reason for the sale, according to the FCC application, was the desire of Mr. Wrather and Mrs. Alvarez to concentrate on their West Coast properties.

Application for approval of the sale of KLZ-AM-FM-TV Denver, Colo., to Time Inc. for $3.5 million [B•T, March 8] was filed with the FCC last week.

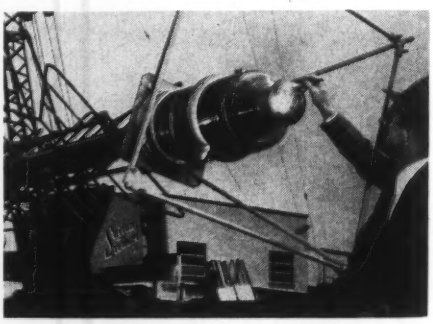
Time Inc. is buying the Denver properties from some 40-odd stockholders, principal owners being Mr. and Mrs. Harry Huffman, Mr. and Mrs. Hugh B. Terry, Frank H. Ricketson Jr., Mr. and Mrs. J. Elroy McCaw and Mr. and Mrs. Theodore R. Gamble.

Application indicated that Mr. Terry would remain as "principal operating executive" and that Mr. Ricketson would remain as a member of the board of directors. No change in personnel or programming is contemplated, the application disclosed.

Terms of the transaction call for total payment of $3,533,760, of which $353,376 was placed as a down payment, $2,827,008 due on closing, and $353,376 to be held in escrow. Agreement contains a six months cancellation clause from date of filing with the FCC. It also contains a covenant prohibiting Messrs. Huffman, Terry, Ricketson, McCaw or Gamble from engaging in broadcasting within an 80-mile radius of Denver for at least five years from the time of the sale.

Meanwhile, principals of Denver Television Co., which lost out in the fight for Denver ch. 7 to KLZ last year, were reported considering asking the FCC to reopen the hearing on the ground that control of the station had passed out of local hands. This was one of the points on which the Commission favored KLZ in that hearing—the first post freeze decision. Denver Television was headed by John M. Wolfberg, who with his father, Harris Wolfberg, owned a number of Denver theatres. Associated with the Wolfbergs were F. Kirk Johnson, Texas oil magnate; Jimmy Stewart, motion picture star; Sterling C. Halloway, Texas attorney, and others. Harris Wolfberg died a few months ago, and the young Mr. Wolfberg was reported to be managing theatres in California now.

Reason for the sale, according to the application, is the ill-health of Mr. Huffman and Mr. Terry. Mr. Huffman is suffering from hypertension, it was stated, and Mr. Terry suf-



JOHN J. LAUX, executive vice president and general manager, WSTV-TV Steubenville, Ohio, writes his name on the station's 81-ft. antenna just before it was raised to the top of the newly-built 800-ft. tower. Construction was completed last Wednesday morning. WSTV-TV began operations with the new transmitter rig at 9:07 that night. Reports of excellent reception came in from Canton and Cambridge, Ohio, and Pittsburgh after the switch, the station reported.

Big enough and then some

When you're building national coverage with spot radio, there's no virtue in a snug fit. For the true economy that comes with mass, you want stations like WJR—which gives you all the radio coverage you can get over a market of 15 million people, some 10% of the nation's buying power. Ask your Henry I. Christal man about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

Pardon our yapping . . . but we're top dog in Central Ohio! We carry the 20 top-rated programs both day and night. Our faithful followers number more listeners than all other local stations combined!

CBS for CENTRAL OHIO

WBNS radio

COLUMBUS, OHIO

ASK JOHN BLAIR

fered a heart condition recently. Both are under physicians' care, it was said.

At the same time, divestment of KLZ properties from his holdings would permit Mr. McCaw to comply with the FCC's multiple ownership rules, limiting single ownership to seven am stations. Mr. McCaw, who is a 20.37% owner of KLZ stations, also owns 50% of KELA Centralia, 33⅓% of KYAK Yakima, Wash., 33⅓% of KALE-AM-FM Richland, Wash.; 50% of KYA San Francisco, and 100% of KORC Mineral Wells, Tex. He sold his 50% interest in KPOA Honolulu last month, after the Commission approved the purchase of WINS New York by Mr. McCaw and his associates. And, the application said, sale of his 50% interest in KILA Hilo, T. H., is pending FCC approval. Mrs. McCaw owns 25% of KAPA Raymond, Wash.

Mr. Gamble owns 49% of KCMJ Palm Springs, Calif.; 21¾% of KOIN-AM-FM-TV Portland, Ore., and 87% of KJR Seattle. He also has an option to buy a 33⅓% interest in KOMO-AM-TV Seattle, subject to disposing of KJR. With his brother, Mr. Gamble has an option to buy 10% of KHOF (TV) Stockton, Calif., and KSBR (FM) San Bruno, Calif.—both owned by Radio Diablo Inc.

KLZ Balance Sheet

Balance sheet as of Jan. 31 of this year for the KLZ stations showed total assets of $1,335,665, of which $344,659 were current assets, and total current liabilities of $451,588. It also showed earned surplus of $436,222, and a net profit in previous 12 months of $39,060 for KLZ-AM-FM and of $9,985 for KLZ-TV (which started in November 1953).

The Huffman-Terry-Ricketson-McCaw-Gamble interests bought KLZ-AM-FM from the Oklahoma Publishing Co. (WKY-AM-TV Oklahoma City) in 1949 for $1 million. KLZ was founded in 1922, operates with 5 kw on 560 kc. Both the radio and television stations are affiliated with CBS.

Although the application requests FCC approval of the assignment of the KLZ stations' licenses to LTF Broadcasting Corp., it was indicated that the licensee of the stations would be under the name of Aladdin Broadcasting Corp. after certain internal steps were taken. Time Inc. will be the parent company.

MR. AUTRY

Time Inc., publisher of *Time, Life, Fortune, Architectural Forum, and House & Home,* already owns 50% of KOB-AM-TV Phoenix, Ariz., and 80% of KDYL-AM-FM-TV Salt Lake City, Utah. Former FCC Chairman Wayne Coy owns the other 50% of the Phoenix stations, and broadcasting executive G. Bennett Larson owns the remaining 20% of the Salt Lake City stations. Time Inc. once owned WQXR-AM-FM New York, later sold to the *New York Times* and from 1943 to 1945 owned 12½% of ABC.

In 1953, Time Inc. made a net profit after taxes of $8,144,414.

Dissatisfaction with the share-time arrangements between KOY-TV and KOOL-TV Phoenix, Ariz., was the basis for the decision to sell KOY-TV to the Gene Autry-controlled KOOL-TV for $200,000 [B•T, March 22], according to the application filed last week.

Both stations were authorized to share ch. 10

In New England they'd rather watch WBZ-TV

WBZ-TV

BOSTON, Channel 4

WESTINGHOUSE BROADCASTING COMPANY, Inc.

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National representatives: Free & Peters, Inc.

● Superior local programming is a big reason! On WBZ-TV, televiewers find something for everyone—from lively news programs like NEWS AT NOON to household hints included in PANTRY PLAYHOUSE — from wholesome children's programs such as THE MAGIC WINDOW to the most adult entertainment like that in STARRING THE EDITORS. Seasoned to the New England taste, these programs pull a surprising — and gratifying — number of replies *and sales!* We'll be glad to tell you the full story of how WBZ-TV covers an area of 12,390 square miles, accounting for total retail sales of more than 6 billion dollars. Just write or phone.

last year. They began operating last fall.

Agreement provides for $1,000 down payment, and the balance to be paid within 30 days after FCC approval. A Sept. 15, 1954, deadline is placed on the contract.

KOY principals are John L. Hogg, Albert D. Johnson, John R. Williams, George R. Cook and Glenn Snyder, who also own KYMA Yuma, Ariz. Messrs. Cook and Snyder also own 25% each of KTUC Tucson, Ariz., and both have stockholdings in the Prairie Farmer Publishing Co., owner of WLS Chicago. Mr. Snyder also owns 25% of WINN Louisville, Ky.

KOY-AM is not involved in the transfer.

Balance sheet for KOY Broadcasting Co. as of Jan. 31 of this year, showed total assets of $176,466, with current assets of $81,771, and current liabilities of $76,126. It also showed a surplus as of April 30, 1953, of $56,004. KOY had a profit of $27,087, but KOY-TV was shown with a loss of $45,464.

Both KOY and KOOL have a $52,220 equity in "Channel 10 Television" operation, the application showed. Each invested $96,159, and operating expenses took $43,939 from each.

Besides cowboy movie-tv star Gene Autry, who owns 70%, other KOOL owners are Frank Beer, 5% and Tom Chauncey, 20%. Mr. Autry also owns 48% of KOPO-AM-TV Tucson; 48% of KNOG Nogales, and 70% of KOLD Yuma, all Arizona; and 51% of KMPC Los Angeles.

Costs & Billings

The application indicated that the combined KOOL-TV and KOY-TV operating expenses have been running at the rate of $41,000 per month. Billings in March totaled $35,000 for the two stations, it was shown, and April billings were estimated at $40,000-$45,000.

KOOL made $19,227 in 1952, the application disclosed, and KOOL-AM-TV lost $29,346 in 1953.

No personnel changes on the technical side are contemplated, the agreement declared.

Transfer of 50% ownership of WTRI (TV) Schenectady, N. Y., from S. H. Fabian and associates to Stanley-Warner Corp., theatre owning company, was made known last week with filing of an application for FCC approval.

Transfer involves repayment to the Fabian interests of their $12,500 stock subscription in the station and expenses of $48,000.

Theatre Holdings

Fabian interests are 14% owners of Stanley-Warner company, making them one of the principal owners of the former Warner Brothers theatres holding company. Company owns hteatres in New York and other northeastern states.

Other half of WTRI is owned by WTRY Troy, N. Y., whose principal owner is Harry C. Wilder.

Richard Kennard Dies; Officer for 4 Stations

RICHARD J. KENNARD, 53, president of WMAJ State College, Pa., and officer of Clearfield Broadcasters Inc., which operates WCPA Clearfield and WAKU Latrobe, Pa., and WJCM Sebring, Fla., died April 2 of a heart ailment.

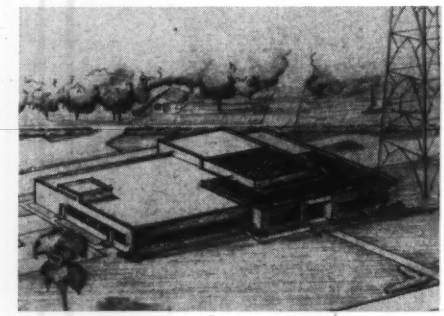
Mr. Kennard also was president of Progressive Publishing Co., which publishes the Clearfield (Pa.) *Progress*, and was a member of the hotel and restaurant firm of Aikens, Kennard & Mateer. Survivors are his wife, mother and a brother.

WHIO Launches Expansion Of Radio, Tv Facilities

WHIO-AM-FM-TV Dayton last week started expansion of its facilities to add a second large tv studio (50 by 64 feet) and three radio studios and general offices to its original television station on Wilmington Pike.

The stations announced that upon completion of the project the Miami Valley Broadcasting Corp. will centralize its entire broadcasting and business operations in the one building upon completion of the project early in 1955.

WHIO-TV last November increased power



UNSHADED roof area in this architect's "aerial" drawing of expanded tv and radio facilities and business offices shows the extent of WHIO-AM-FM-TV Dayton's new project. Construction has begun.

to the maximum 316 kw after completion of its tv transmitter building and 1,104-foot tower on Germantown Road.

The project begun last week will provide almost three times as much space as the present building, the company said. The most important feature will be isolation of video control operations on a mezzanine extending between the two tv studio control booths, each to be reserved for the director and audio control staff. The three radio studios will be served by a single master control room, the company said.

WJR Hopes for Tv In 'Near Future'

WJR, The Goodwill Station Inc. (WJR-AM-FM Detroit) is "hopeful of expanding into television in the near future," President John F. Patt said in his report to the annual stockholders meeting last Wednesday, at which officers and directors of the corporation were re-elected.

Mr. Patt, in a report described as optimistic, said that despite the firm's television plans, "We believe that radio will always be the most universal, the most accessible, the most flexible," and said WJR's staff executives have "charted a course which we believe will expand our service and our revenues." He added: "We have come through five years of severe competitive conditions and we are sure the future remains bright for your company."

The company's application for ch. 12 at Flint is in hearing status, and an examiner's initial decision issued May 11, 1953, favored competing Trebit Corp. (WFDF Flint).

The seven directors re-elected were: President Patt; Worth Kramer, vice president-general manager; William G. Siebert, secretary-treasurer; G. F. Leydorf and F. Sibley Moore, vice presidents; Mrs. Frances S. Parker, and Selden S. Dickinson. George W. Cushing was re-elected a vice president.

Mr. Patt commended the WJR staff for maintaining a high level of sales and programming operations, despite what he said was a somewhat lower trend in business generally. He also said employe-stockholders in the company have increased, with 49% now holding stock.

KFEL-TV Plans Electric Tv Baseball Scoreboard

KFEL-AM-TV Denver General Manager Gene O'Fallon last week reported no reactions yet from general managers of American and National league baseball teams to his proposal to use an electrical diamond diagram scoreboard for the visual portion of telecasts of certain major league day games with play-by-play sportscasters for the audio portion.

In a telegram to the big league managers, Mr. O'Fallon said KFEL-TV planned to re-create the audio portion of the telecasts from Western Union leased wire facilities, but would welcome any alternate suggestions by the majors.

Mr. O'Fallon said he had discussed with Denver Bears Manager Robert Howsam the re-creation of major leagues games on tv which would not conflict with Western League night games and that Mr. Howsam indicates "extreme interest" in major league clubs' reactions.

The KFEL-TV general manager said he preferred to test audience reaction by using the electric scoreboard tv system on a 60- or 90-day trial basis rather than commit the station for the whole season.

Mr. O'Fallon said KFEL radio is committed to air Mutual's 1954 baseball season *Game of the Day* and all Denver Bears games, at home and away.

Jefferson Standard Promotes Evans, Marion

JEFFERSON Standard Broadcasting Co. has promoted two salesmen to executive positions, J. Robert Covington, vice president in charge of sales, announced last week.

Virgil V. Evans Jr. has been named sales manager of WBT and Paul B. Marion sales manager of WBTV (TV), both Charlotte, N. C.

Mr. Evans was once commercial manager of

MR. MARION

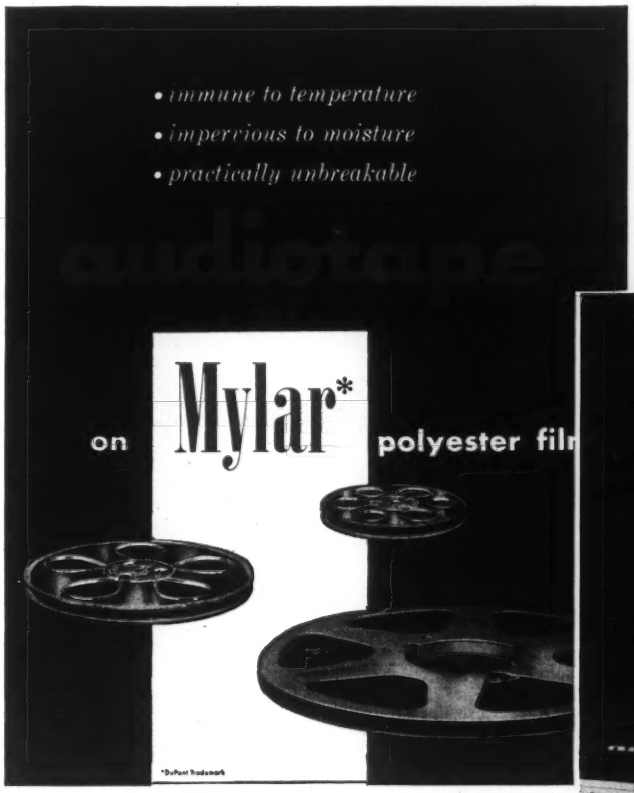
MR. EVANS

WFMY-TV and general manager of WCOG, both Greensboro, N. C., before joining the WBT sales staff. Mr. Marion has been with Jefferson Standard since 1952.

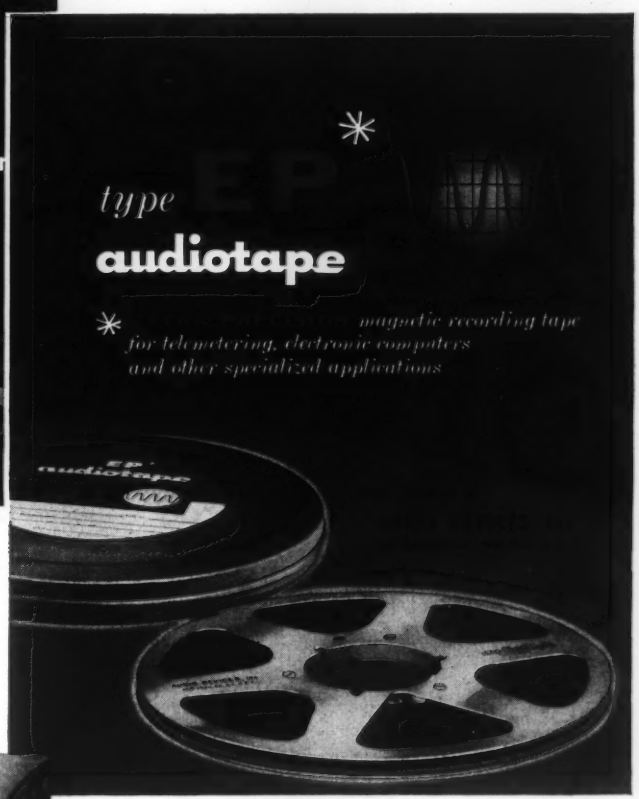
Spero to Head KMPC Sales

STANLEY L. SPERO, local sales manager, KMPC Hollywood, has been named general sales manager, a newly-created post. He also has been appointed West Coast manager for AM Radio Sales, taking over duties from Charles H. Cowling, recently named general manager of KAVR, a new 5 kw station on 960 kc now being built in Apple Valley, Calif.

WHAT'S *new* IN TAPE RECORDING



Here's a professional magnetic sound recording tape that offers a new high in *permanence* and durability. It can be used and stored under the most extreme conditions of temperature and humidity without any ill effects. For all practical purposes, it is virtually *unbreakable*. Now available on 1, 1½ and 2 mil Mylar*, in standard sizes from 600 to 2,500 ft. Write for Bulletin No. 201.



The new EP Audiotape provides the *extra precision* that is so important to *dependable* magnetic data recording and reproduction. It is especially produced to meet the most exacting requirements for uniformity and freedom from microscopic imperfections. Available in ¼" to 2" widths, 1,225 to 5,000 feet. Write for Bulletin No. 207.

Audiotape, now available on green, blue or brown plastic base — and Audiotape reels in red, yellow, green, blue and clear plastic — provide *instant identification* that can simplify your cueing, filing, recording and playback problems. Write for Bulletin No. 209.

AUDIO DEVICES, Inc.

Dept. A2, 444 Madison Ave., New York 22, N. Y.

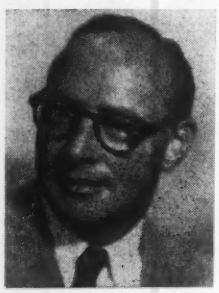
Export Dept., 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

THEY SPEAK FOR THEMSELVES

THESE 5½-inch-thick steel plates, explains Edgar T. Bell (3d from l), general manager of KWTV (TV) Oklahoma City, will support the station's 1,572-foot tower, which, when completed in late summer or early fall, will be the world's tallest man-made structure, says KWTV. Shown are (l to r): Roy J. Turner, president of Oklahoma Tv Corp. and former state governor; John Griffin, board chairman; Mr. Bell; board members Henry Griffing, James Leake and Luther Dulaney. The tower, being fabricated by Ideco, will be part of KWTV's power boost to 316 kw.

William Penn Broadcasting Names Caskey Vice President

WILLIAM B. CASKEY, for the past three years general manager of WPEN-AM-FM Philadelphia and currently president of the Philadelphia Radio & Television Broadcasters Assn., has been named vice president of the William Penn Broadcasting Co., WPEN-AM-FM licensee.



MR. CASKEY

William H. Sylk, WPEN president, made the announcement at a luncheon on the third anniversary of Mr. Caskey's general managership. describing WPEN's successful change in operations policy from a predominantly sports station to one of music and news, featuring personalities.

Mr. Sylk also praised Mr. Caskey's abilities in operation of WPEN-FM, described as the only am-affiliated fm station in Philadelphia which does not duplicate am programs.

WLS, Now Fulltime ABC, Increases Daytime Rates

WLS CHICAGO, which became a fulltime ABC affiliate April 1, will revise its rate card effective May 1, bringing its daytime rates in line with those for the evening hours, it was announced last week.

WLS is raising its daytime rates approximately 7%, according to Chick Freeman, sales director. Under the new rate card, Class A time will be 6:45 a.m. to 10:30 p.m., and Class B 5:45-6:45 a.m. and 10.30 p.m.-Midnight. Time before 5:45 a.m. will be set aside as a "special feature" classification.

Announcement of the new rate card followed a luncheon given by the station last Monday when it announced its new program plans [B•T, April 5].

The station will celebrate its 30th anniversary today (Monday) and that of the *WLS National Barn Dance* April 24.

Smith, Associates Buy WTMA for $150,000

SALE of WTMA Charleston, S. C., for about $150,000 to Charles E. Smith and associates in WTBO Cumberland, Md., was announced last week, subject to FCC approval.

Mr. Smith, president-treasurer and 10% owner of WTBO, will be joined by George H. Clinton, vice president-10% owner of WTBO, and David Jefferies, WTBO chief engineer, in the WTMA purchase. Mr. Clinton also is vice president-general manager of WPAR Parkersburg, W. Va.

WTMA is owned by Evening Post Pub. Co., which is disposing of the property to exercise its option for 30% interest in the proposed ch. 2 tv grant to WUSN Charleston. An FCC hearing examiner issued an initial decision recommending the grant in February [B•T, Feb. 22].

Ochs Heads WLWA (TV) Sales

BARNEY OCHS has been named general sales manager of WLWA (TV) Atlanta, effective April 1, W. P. Robinson, station president, announces. His responsibilities at the Crosley station will include local and national sales and new business. Before joining WLTV (TV) Atlanta, now WLWA, Mr. Ochs had served as announcer and salesman at WATL Atlanta, as commercial manager at WDAK West Point, Ga., as account executive for Maurice Coleman Assoc., as announcer-salesman at WBGE Atlanta and with MCA.

MR. OCHS

Rollins Would Sell WRAP To Allow WCAV Purchase

MULTIPLE-station operator Rollins Broadcasting Co. proposes to give up the 1 kw-daytime facilities of its WRAP Norfolk, on 1050 kc, and purchase WCAV there, assigned 1 kw fulltime on 850 kc directional. Rollins would pay $90,000 for WCAV, purchasing it subject to FCC consent from Cavalier Broadcasting Corp., founded by the late Joseph Light of Washington. Rollins would retain the WRAP call.

Rollins proposes to sell WRAP's daytime facilities to Cy Blumenthal, part owner of WARL Arlington, Va., for $55,000. He would take over the relinquished WCAV call and operate a folk music outlet on the 1050 kc assignment. Rollins proposes to serve the Negro audience with WRAP on the 850 kc channel.

Rollins Broadcasting, headed by President C. Wayne Rollins, lieutenant governor of Delaware, and Vice President O. Wayne Rollins, also operates WNJR Newark, N. J.; WRAD Radford, Va.; WJWL Georgetown, Del., and WFAI Fayetteville, N. C.

Cavalier last year proposed to sell WCAV to Larus & Bro. Co., operator of WRVA Richmond, for $125,000 but the application was dismissed after FCC indicated a hearing would be necessary because of a question of overlap between WCAV and WRVA.

WHBF-TV Boosts Power To 100 kw, Plans Color

WHBF-TV Rock Island, Ill., has boosted its power to the 100 kw maximum allowed under FCC regulations for an increase of more than four times its former picture signal strength, Robert J. Sinnett, chief engineer, said last week. The boost required complete new transmitter and related equipment at a cost in excess of $150,000, Mr. Sinnett said.

The ch. 4 Quad Cities outlet has plans underway for early installation of color telecasting equipment during 1954, Mr. Sinnett said. Installation depends on final standards to be established by the FCC, he said.

WHBF-TV, a basic CBS-TV affiliate and also affiliated with ABC-TV, estimates there are 265,000 tv sets in the Quad Cities area. The station signs on at 7 a.m. weekdays.

WMFD-TV REPORTS OPERATIONS START

WMFD-TV Wilmington, N. C. (ch. 6), on test patterns since early last week, was to have begun regular operations Friday, President Richard Dunlea Sr. announced. Affiliated with NBC and represented by Weed Tv Inc., it will be the first tv station in Wilmington.

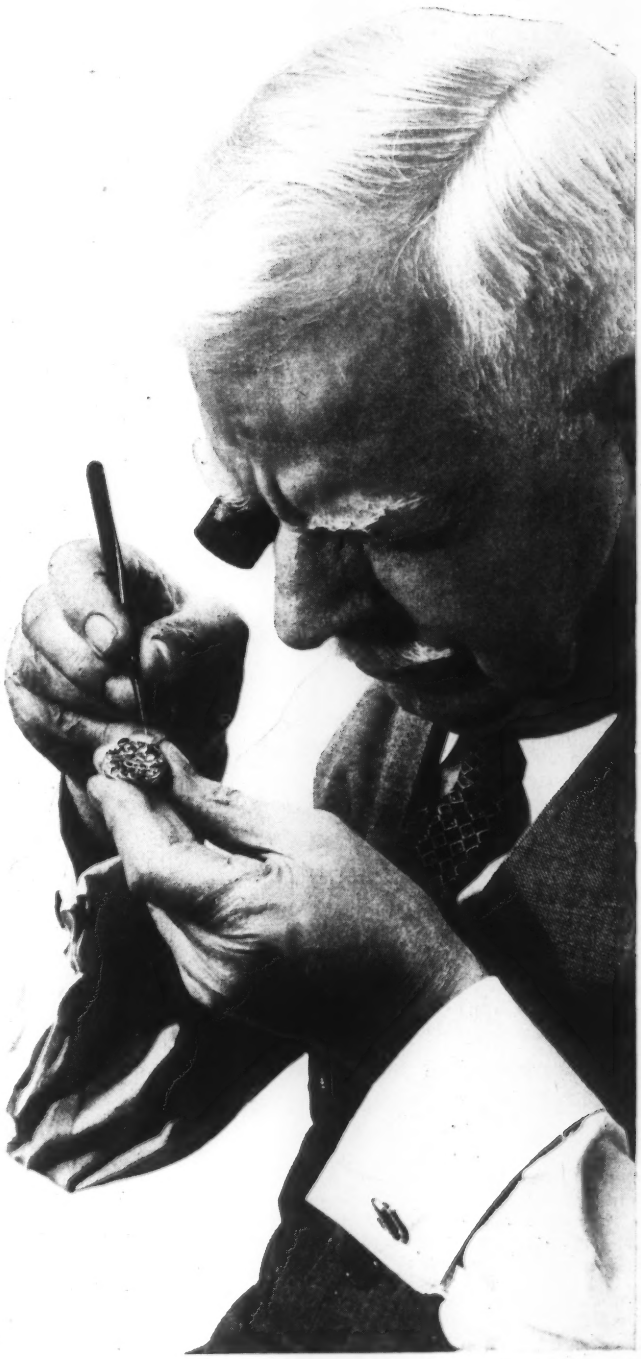
Two more stations reported they expect to go on the air later this week: KARK-TV Little Rock, Ark. (ch. 4), and KDRO-TV Sedalia, Mo. (ch. 6).

Starting date of July 15 has been set by WKBT (TV) La Crosse, Wis. (ch. 8), Howard Dahl, president and general manager, announced. An affiliation agreement with DuMont Tv Network was signed recently. It signed agreements with NBC and CBS earlier this year.

WTHI-TV Terre Haute, Ind. (ch. 10), has reported steady progress in construction of its studios and technical facilities. The CBS affiliate plans to start regular programming in July.

St. Louis educational outlet, KETC (ch. 9) plans to begin operation in the fall. It presently

Everyone has something he does best . . .



We'll go that statement one better. What *we* do best is also the *only* thing we do—the finest possible representation for quality television stations. The mainspring of our success is that we serve *only* them—and *only* television. If you believe that quality representation should have all the dependability of a fine watch, then we have a premise in common that may deserve pursuing further.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

is searching for talent and stockpiling program ideas and material.

The following stations have reported they plan to begin regular operations by April 30:

KARK-TV Little Rock, Ark. (ch. 4); WHO-TV Des Moines, Iowa (ch. 13); KFVS-TV Cape Girardeau, Mo. (ch. 12); KDRO-TV Sedalia, Mo. (ch. 6); KVAL-TV Eugene, Ore. (ch. 13); WSEE (TV) Erie, Pa. (ch. 35); WDEF-TV Chattanooga (ch. 12); KRGV-TV Weslaco, Tex. (ch. 5); KULA-TV Honolulu (ch. 4), and WAPA-TV San Juan, P. R. (ch. 4).

(For details see TELESTATUS, page 125.)

THIS CAPS EVERYTHING. John E. Pearson (l), president of John E. Pearson Co., and Russ Walker, vice president for that company's eastern division, stand as honorary conductors of the New York, New Haven & Hartford Railroad as they peer at their B•T page ad.

Mrs. F. M. Thieriot Dies; Was an Owner of KRON-TV

MRS. FERDINAND M. THIERIOT, one of the owners of the Chronicle Publishing Co. (San Francisco *Chronicle*, KRON [FM] KRON-TV), died April 3 at San Mateo, Calif., of causes not disclosed. She had been ill some years and entered a San Mateo hospital March 31, it was said.

Surviving are two sons, Charles de Young Thieriot, assistant publisher of the *Chronicle* and general manager of the KRON stations, and Ferdinand M. Thieriot, *Chronicle* circulation director; a daughter, Mrs. Ferdinand Stent, San Mateo, and three sisters, Mrs. George T. Cameron, wife of the *Chronicle* publisher, and Mrs. Joseph Oliver Tobin and Mrs. Nion R. Tucker.

Radio-Tv Provide Aid In Wilkes-Barre Strike

WILKES-BARRE radio and tv stations stepped into the breach Thursday as the Pennsylvania city was left without either of its two newspapers as the result of a strike by the American Newspaper Guild. They expanded public service programming and provided commercial time for retail advertisers left without their usual weekend space advertising.

WBRE-AM-TV set up news facilities to handle births, funerals, complete police and court house coverage, church news and meeting schedules, according to Ernest Lewis, sales manager.

Mr. Lewis said leading business houses bought heavily of radio and tv time, including Boston Store, The Hub, Acme Supermarkets and A&P stores. Lazarus and Pomeroys were planning schedules Thursday. The station offered time to the guild and the *Record* and *Times-Leader-Evening News*, to tell their versions of the strike.

Roy Morgan, executive vice president of WILK-AM-TV, said the stations were handling more news and commercial programs and spots, with the tv news coverage including additional live programs. Like other stations, WILK was working from a cooperative standpoint to supply community needs.

John H. Stenger, general manager of WBAX, said a number of merchants were buying time though many were holding off to see if the guild strike would run beyond the weekend. WBAX had an offer from the guild to provide local news coverage.

WINS New York Announces Healthy Increase in Rates

ISSUANCE of a new rate card by WINS New York, providing for various increases was announced last week by Robert Leder, vice president and general manager. He noted the new rate is based on "a programming structure and increased market and audience potentials."

The new rate card, already in effect, designates all time from 6 a.m. to midnight as class "A", with the hourly rate rising from $250 to $400; minute rate, $25 to $50, and station breaks, $18 to $30. One-minute participations in the new *Bob and Ray Show* will be $75 and station breaks within that show will be sold in strips of six for $300.

Mr. Leder said that for retailers in the metropolitan New York area, WINS has installed a special 25% retail discount on the net price. Other discounts will include up to 30% on announcements, station breaks and participations in the *Bob and Ray Show*.

Clarence Peterson Dies; Branham Co. Chicago V.P.

FUNERAL SERVICES were held in Chicago Thursday for Clarence (Clem) P. Peterson, 60, vice president of the Branham Co., radio-tv station representative firm, who was associated with the advertising field for about 35 years. Mr. Peterson died Monday after an illness of six months.

MR. PETERSON

A native of Chicago, Mr. Peterson joined Branham in September 1933. In April 1944 he was elected a vice president in charge of radio for Branham's Chicago office. He subsequently took on tv duties.

He is survived by his wife, Lillian, and two sons, Kenneth and Richard.

KCRI-TV Names VR&M

KCRI-TV Cedar Rapids, Iowa, has announced the appointment of Venard, Rintoul & McConnell as its national sales representative, Wade S. Patterson, general manager, reported. The ch. 9 station is owned by Cedar Rapids Television Co.

BAB TELLS IMPACT OF SPOT SERIES

A SCHEDULE of 20 announcements on a single radio station in a "mature tv market" reached nearly half the families there an average of 3½ times each in a period of 36 hours, BAB reported last week in releasing to its members results of a new study, "The Cumulative Audience of 20 Radio Spots in 36 Hours."

The report is the ninth in a BAB series, based on A. C. Nielsen Co. studies, on the cumulative audiences of radio advertising. Other reports now in preparation will deal with the cumulative audiences of nighttime radio mystery dramas, women's participation radio shows, nighttime radio dramatic programs and children's radio programs.

"Radio and television are the only two media which report consistently on the NET circulation of their advertisements," the report issued last week asserts. "Printed media provide advertisers with only the GROSS circulation of their publications. However, radio audience reports so often stress the audience of an INDIVIDUAL program or announcement that advertisers often forget the tremendous number of listeners who hear OTHER programs or announcements in the same series. This is another in a series of reports on the unduplicated audience—the cumulative audience that radio programs and announcement schedules build up in a short time. . . "

Ziv's 'Three Lives' Tops Film Videodex

ZIV-TV's *I Led Three Lives* is still at the top of Videodex Inc.'s top ten ratings of tv films, based on a March 1-7 survey of programs that appear in a minimum of 20 markets. The survey includes percentage of tv homes, number of cities, and number of tv homes:

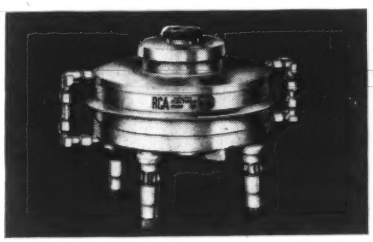
Program & Distributor	% of Tv Homes	# of Cities	# Tv Homes (000's)
1. I Led Three Lives (Ziv)	19.8	100	5,841
2. Liberace (Guild Films)	18.3	115	5,581
3. Kit Carson (MCA-TV)	17.8	66	3,905
4. Badge 714 (NBC Film Div.)	17.4	109	4,954
5. Annie Oakley (CBS-TV Film)	17.3	50	3,834
6. My Favorite Story (Ziv)	16.6	99	3,910
7. Foreign Intrigue (J. Walter Thompson Co.)	16.2	52	4,192
8. Hopalong Cassidy (NBC Film)	16.0	56	1,613
Life With Elizabeth (Guild Films)	16.0	41	2,336
9. My Hero (Official Films)	15.4	21	1,540
10. Cisco Kid (Ziv)	15.3	97	4,340

Retail Tv Set Sales Exceed 1953 Figure

RETAIL tv set sales totaled 1,267,934 in the first two months of 1954, exceeding the 1,177-195 sets sold in the same period a year ago, according to Radio-Electronics-Tv Mfrs. Assn. February tv set sales totaled 536,017 compared to 537,122 for the same month of 1953.

Radio sales totaled 262,679 in February compared to 310,623 in January, and 507,527 in February, 1953. These retail radio sales do not include auto receivers, of which 331,961 were manufactured in February, or 726,403 auto receivers in the first two months of the year. Retail radio sales in the first two months of 1954 totaled 573,302 compared to 922,248 in the same period a year ago.

Another RCA First...



Revolutionary 12-kw beam power tube *for UHF telecasting*

New RCA-6448 water-cooled beam power tube features coaxial-electrode structure for high gain at frequencies up to 1000 Mc.

REPRESENTING a significant departure from conventional tube design, the new RCA-6448 features a unique "inside-out" structure, wherein the plate is centrally located and surrounded by a symmetrical array of unit electron-optical systems. Water cooling the various elements is achieved by a novel built-in "canal" system.

As a result of this new approach to the problem of designing a high power tube for ultra-high frequencies, the RCA-6448 is a comparative midget in size—measuring only 7¾ inches in height and 11⅜ inches in diameter. Yet, in color or black-and-white TV service, the tube can deliver a synchronizing-level power output of 15 kw at 500 Mc or 12 kw at 900 Mc. Its construction minimizes circuitry, reduces tuning requirements, results in rugged, simple mechanical arrangements, and makes possible small over-all cavity size. Only one set of cavities is required to tune the entire UHF-TV band.

Further, the design permits operation of the tube as a grid-driven UHF power amplifier to provide a high gain in TV service without need for neutralization. This advantage simplifies both operating and adjustment techniques.

RCA-6448 beam power tubes are used in the aural and visual power amplifier stages of the new RCA-TTU-12A, a 12.5-kw UHF TV transmitter.

For fast, dependable delivery of RCA Broadcast Tubes, call your local RCA Tube Distributor.

RCA®

RADIO CORPORATION of AMERICA

ELECTRON TUBES — **HARRISON, N.J.**

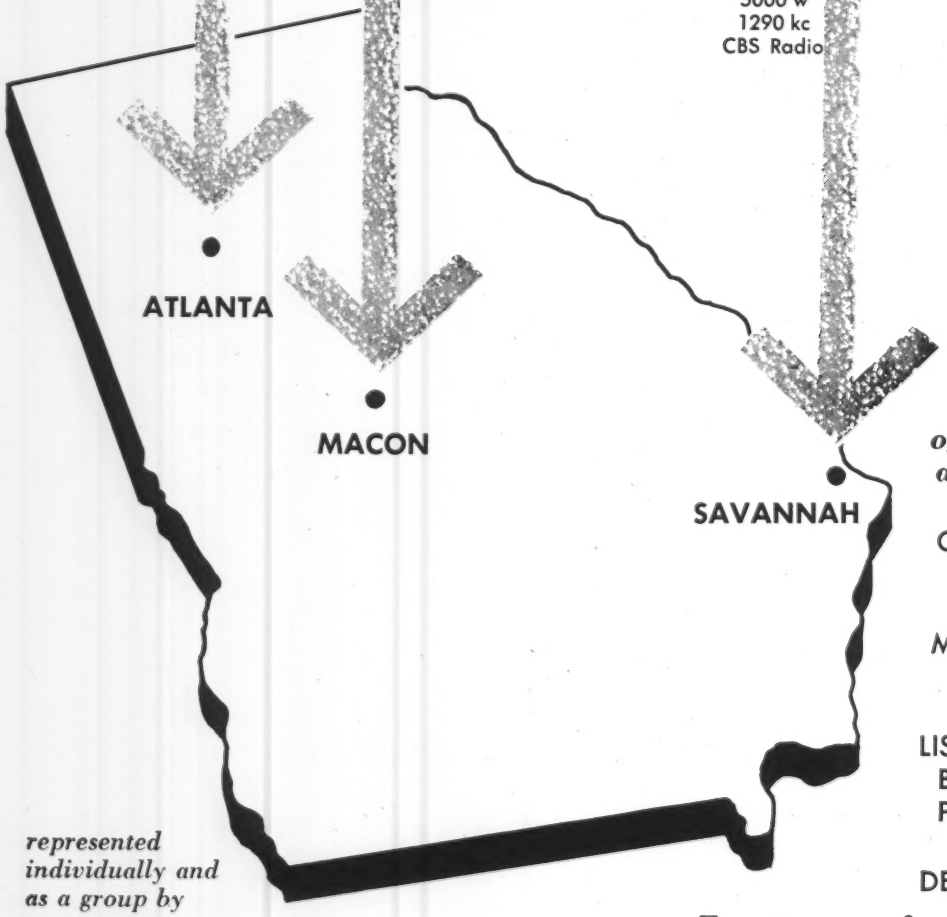
Only a combination of stations can cover Georgia's major markets.

The Georgia Trio

WAGA
5000 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio



The **TRIO** *offers advertisers at one low cost:*

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

PEOPLE

Advertisers

Carl G. Grace, Colgate-Palmolive Ltd., Toronto, appointed executive vice president and elected to board of directors.

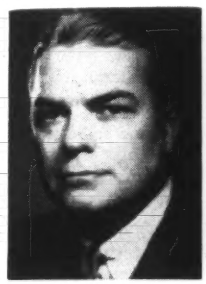
J. C. Haley, president, Brown & Haley, Tacoma, Wash. (candy manufacturer), died March 25.

Agencies

Bowman Kreer, formerly vice president and creative director, McCann-Erickson Inc., Chicago, elected vice president and appointed assistant manager of Chicago office, Cambell-Mithun Inc.

Edith M. Knutsen, formerly vice president, Christiansen Adv. Agency, Chicago, and media director, McCann-Erickson Inc., that city, to Knollin Adv., Agency, S. F., in latter capacity.

Barrett Brady and **Sidney Olsen,** copy supervisors, Kenyon & Eckhardt, N. Y., appointed vice presidents.



MR. BRADY

MR. OLSEN

Charles M. Halverson, Hicks & Greist, Inc., N. Y., to Bermingham, Castleman & Pierce, same city, as vice president and member of executive committee, effective April 15.

J. Vance Babb, public relations counsel, N. W. Ayer & Son, N. Y., and associated with agency since 1940, elected a vice president.

Hugh H. Johnson, associate media director, Kudner Agency, N. Y., appointed media director, succeeding late **Daniel J. Pykett.**

William D. Lewis, media director and account executive, Wolfe-Jickling-Conkey, Detroit, to Geyer Adv., as media director of Detroit office, to serve as an assistant account executive on Kelvinator Account.

West P. Woodridge Jr., advertising manager, Pepsodent div., Lever Brothers, to William Esty Co., N. Y., as an account executive, working on Colgate-Palmolive group.

Eric T. Lifner, account executive, Erwin Wasey & Co., L. A., to Young & Rubicam Inc., that city, in same capacity.

Donald E. Gehring, assistant account executive, Erwin Wasey & Co., L. A., promoted to account executive on Albers Milling Co.'s Friskies dog foods succeeding **Eric Lifner,** resigned.

Edgar E. Peck, circulation promotion manager, *Look* magazine, to Grey Adv., N. Y., in account executive div., effective today (Mon.).

Burt B. Roens, Gray & Rogers, Phila., named

"FABULOUS FLINT" WIDENS ITS LEAD AS G.M.'S BIGGEST MANUFACTURING CENTER

With 130,600 people busily at work and with a continuing demand for skilled workers, "Fabulous Flint" continues to be one of the outstanding markets in the United States! . . . . For Flint is a RICH market ($325,184,000. in retail sales last year) and it's a BIG market (287,000 population). It's an EXPANDING market, too, meaning MORE workers, MORE sales—MORE prospects for your sales message over WFDF—FIRST in FABULOUS FLINT—the RECORD-BREAKING market!

* Above figures from Sales Management's "Survey of Buying Power"—1953

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

WCAE SPECIFIES ML-892

"When reordering 892's we specify Machlett. They are the only make 892 from which we have received more than 10,000 hours in this service."

James H. Greenwood
Chief Engineer, WCAE

How do you choose the best transmitting tube?

Data sheets won't tell you . . . but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

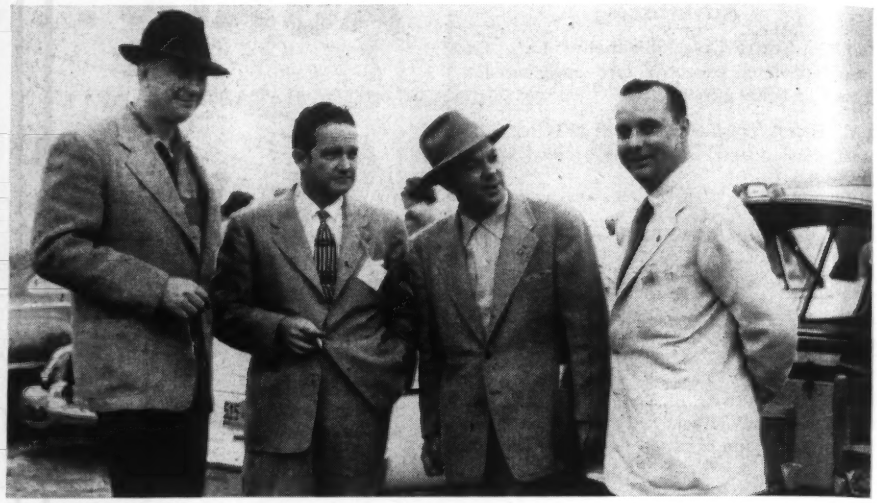
A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut



RELAXING at the Stoneybrook Steeplechase, annual event at Southern Pines, N. C., are (l to r) Brig. Gen. William Gross, USAF; Charles Crutchfield, vice president-general manager, WBT-WBTV (TV) Charlotte; Frank Jarman, vice president-general manager, WDNC Durham, newly-elected NARTB medium stations director, and Jack Younts, president-general manager, WEEB Southern Pines.

account executive, Lavenson Bureau of Adv., same city.

Lynn Hall, formerly production manager, Foote, Cone & Belding, Portland, Ore., to Searcy Adv. Agency, that city, as account executive.

R. Edward Hotze, formerly advertising director, Washington *Times-Herald,* appointed director of sales promotion, Kal, Ehrlich & Merrick Adv., Washington.

Ernest Motyl, formerly with Biow Co., N. Y., to Geyer Adv., same city, as film production supervisor; **Edward S. Richardson,** media dept., appointed a media buyer, same agency.

Harold Sieber, print buyer, Kenyon & Eckhardt, N. Y., appointed media coordinator in media department.

Nelson B. Winkless Jr., formerly with BBDO and Campbell-Ewald, to radio-tv dept. creative staff, Needham, Louis & Brorby, Chicago.

MR. WINKLESS

Carl R. Moodey, Harry S. Goodman Productions, N. Y., to radio-tv dept., Friend - Reiss - McGlone Adv., N. Y.

Don Henry, radio and tv writer, Advertising Counselors of Arizona, to Tracy-Locke Inc., Dallas, Tex., as copy writer.

Everett T. Gammon, Benton & Bowles, New York, to production program staff, radio and television dept., N. W. Ayer & Son, New York.

Roger Wurtz, Northern California manager, California Fashion Publications, named San Francisco branch manager of McNeill & McCleery, Hollywood.

Dan H. Steele, copy director, Carson-Roberts Inc., L. A., named assistant to **Ralph Carson** in charge of media, merchandising and research, same agency.

Tom Hargis, freelance Hollywood radio-tv producer, to Ruthrauff & Ryan Inc., that city, as head of radio-tv department. He succeeds **William Burch,** resigned.

Dick Lytle, account executive, Martin R. Klitten Co., L. A., to Western Adv. Agency, that city, as copy contact on various accounts.

Joan Fleming, editorial publicity, *Red Book* magazine, to press dept., Ted Bates & Co., N. Y.

James P. Carey, local advertising manager, G. E. Supply Co., Philadelphia, to McKee & Albright, same city.

Robert Clark, freelance artist, to art dept., House & Leland Adv., Portland.

James W. Daisey, manager of Pat's Confections, Glouchester, N. J., to research dept., Gray & Rogers, Philadelphia.

Nicholas Tridemas, formerly with the Clements Co., Philadelphia, to Advertising Associates, same city.

Nicholas B. Bjornson, Gray & Rogers, Philadelphia, to The Buckley Organization, same city.

Dallas M. Williams, vice president and account executive, Irwin-Crenshaw Adv., Beverly Hills, resigns to establish own agency, Dallas Williams & Sons., at 442 N. La Cienega Blvd., L. A.

Gordon Weber, radio-tv writer and member of radio-tv staff, Benton & Bowles, N. Y., author of a second novel, *The Far Shore,* published by Little, Brown & Co., N. Y.

William R. Reid, 49, president, Universal Agency and Craig & Reid Inc., both Hollywood, died April 3 following an operation.

Daniel J. Pykett, media director Kudner Agency, N. Y., died March 29 after a heart attack.

Stations

Harold J. Parise appointed general manager, Head of the Lakes Broadcasting Co. (WEBC

Another WSM package show delivered to the Network!

When the makers of d-CON products wanted a strong, effective, unified medium to sell the entire nation, they took a familiar step:

They turned to the field whose national popularity is rocketing fastest — country music; to the top folk music talent pool — the cast of WSM's Grand Ole Opry.

So NBC listeners coast to coast are now hearing at 9 p.m. every Saturday, right after the network portion of "Grand Ole Opry," the "Country Tune Parade," starring Ernest Tubb, Goldie Hill, and famous guest stars from the Opry itself.

When your product is ready to ride a network, contact WSM for a sure-fire salesmaking package show. More specifically, contact Tom Harrison or any Petry Man.

Nashville **WSM** *Clear Channel • 50,000 Watts*

Duluth; WHLB Virginia; WMFG Hibbing, all Minnesota). Mr. Parise will headquarter in Duluth.

Frederic S. Bailey, general manager, WTAO-AM-TV Cambridge, Mass., resigns. His future plans are undetermined.

John D. Allison, vice president-sales manager, KHON Honolulu, named local sales manager, KGMB Honolulu and KHBC Hilo, stations of Hawaiian Broadcasting System Ltd.

Woodruff B. Crouse, media space buyer, Campbell-Ewald Adv. Agency, Detroit, to staff, CKLW (TV) Windsor, Ont. Mr. Crouse will handle sales promotion presentations, market and media research.

Joseph P. Dougherty, formerly with *Washington Times-Herald,* named sales representative, WPTZ (TV) Philadelphia.

Harley Lucas, formerly program director, WLOK Lima, Ohio, appointed local sales manager, same station.

Roland R. Wiseman, chief engineer, KVNC Winslow, Ariz., named station manager, KGPH Flagstaff, Ariz.

Macgregor Eadio, account executive, KNBH (TV) Hollywood, has resigned.

Ed Frech, program director, KFRE Fresno, Calif., and vice president, California Inland Broadcasting Co., licensee, KFRE and KRFM (FM), appointed manager of those stations.

MR. FRECH

Dick J. Kasten appointed general manager, KSTM-TV St. Louis; William Knight named sales manager, and Tony Glenn named assistant program director.

Burton S. Gardner, Kamin Adv. Co., Houston, Tex., to sales staff, KTBC Austin; **Carolyn Busch,** continuity dept., same station, moves to sales staff.

Elmer G. Francke, sales staff, WMIL Milwaukee, promoted to sales manager.

MR. FRANCKE

Adrian Roberts, merchandising manager, KNBH (TV) Hollywood, named account executive. **Harry Camp** succeeds Mr. Roberts.

Joseph Carleton Beal, former tv production manager, WDSU-TV New Orleans, appointed manager, new public service div. of World Wide Broadcasting System, operator of WRUL, international station with several shortwave transmitters at Scituate, Mass.

Francis R. Busby to Tacoma sales staff, and **Edward D. Dever** to Seattle sales staff, KTNT-TV Tacoma.

Bob Jones, announcer, to WCOG Greensboro, N. C., where he will conduct two programs, *Groans by Jones* and *Jones' Party Line.*

MR. JONES

R. Elbert Hutchison, winner of KDKA Pittsburgh agricultural scholarship at Ohio State U. for 1951-52, named agricultural director, WEAU-AM-TV Eau Claire, Wis.

Doris Overland named an assistant to traffic manager, WDRC-AM-FM Hartford.

John L. Scott, announcer-director, WHEN-TV Syracuse, promoted to program director, WHEN same city.

Naomi G. Rector, formerly program director, WPTR Albany, N. Y., to KFIA (TV) Anchorage, Alaska, in similar capacity.

Larry Gutter, formerly writer-producer, WBBM-TV Chicago, appointed director of continuity and commercial production.

Drue Smith, WAPO Chattanooga, named direc-

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Last year, WDAY was swamped with 145,659 letters and postcards from its listeners! This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY—an average of slightly over 399 letters per day, including Sundays and holidays!

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives

now

316,000 WATTS

on channel 7 to better serve the rich WHEELING* market...

in the WHEELING MARKET it's WTRF TV channel 7

On March 25 we increased our signal strength to a maximum 316,000 watts full power, offering better-than-ever television coverage to advertisers and viewers in the big, buying upper Ohio Valley market area surrounding Wheeling.

NBC : ABC

represented by Hollingbery

*Wheeling — Steubenville — Weirton — Bellaire — Martins Ferry — and towns in 26 counties in West Virginia, Ohio and Pennsylvania — all in WTRF-TV's primary market area — over 250,000 television families who look to WTRF-TV for their television entertainment.

Radio Affiliates WTRF • WTRF-FM phone Wheeling 1177 Robt. W. Ferguson, VP & GM

tor of public affairs, WDEF that city. Mrs. Smith is originator of *Party Line* program, which also moves to WDEF.

Fred Harper, production manager, KYW Philadelphia, promoted to program operations manager.

DeVere Nelson, formerly with KFOR Lincoln, Neb., named assistant director, KSAC Manhattan, Kan.

Lionel Monagas, promoted to assistant director, WTOP Washington.

Tom Allebrandi, formerly with WKLO Louisville Ky., appointed chief engineer, WLRP New Albany, Ind.

Robert Brockway, formerly of WLWT (TV) Cincinnati, to WISH-TV Indianapolis, as assistant chief engineer.

Jack Eigen, emcee of WMAQ Chicago *Chez Show,* assumes similar duties on *The Holiday House Supper Club* at WOKY-TV Milwaukee.

Eugene C. Pulliam, newspaper publisher and president, WIRE Indianapolis and WOAV Vincennes, chosen by **Robert R. Young** as 11th nominee for 15-man New York Central Railroad board of directors.

William B. Caskey, general manager, WPEN Philadelphia, named radio and tv director, Philadelphia area Cerebral Palsy Drive. **Murray Arnold,** assistant station manager, same station, also is on the committee.

Joseph Herold, station manager, KBTV (TV) Denver, presented Cerebral Palsy Distinguished Service Award as a token of esteem for his fight against the disease.

Paul I. Woodland, promotion manager KYW Philadelphia, named to publicity committee, Philadelphia Health Fair, sponsored by Junior Chamber of Commerce.

Josh Barry and **Bill Montgomery,** WNQR Norfolk, Va., presented top award in Virginia AP broadcasters annual achievement contest for description on tape of U. S. submarine dive in Chesapeake Bay.

Bill Leyden, KTTV (TV) Hollywood host-m.c., named Los Angeles' best-dressed tv host by Clothiers and Designers Guild.

Lonny Starr, disc m.c., WNEW New York, elected president, Rotary Club of Valley Stream, L. I.

Zoe Lofgren, continuity writer, WHBF Rock Island, Ill., and Donald A. Roos, married March 20.

Pete Greer, photographer, WBAL-TV Baltimore, father of boy, April 1.

Wright King, star of *Johnny Jupiter,* sponsored by M & M Candies on regional tv basis, father of boy, Meegan, March 30.

Marc Breslow, director, KNBH (TV) Hollywood, father of girl, Lisa Robin, March 26.

Don Rodewald announcer-disc m.c., KWSO Wasco, Calif., father of girl, Judith Mae, March 25.

Jim Daley, engineer, WPEN Philadelphia, father of son, Mark Dennis, March 23.

Phil Waters manager, KOOS Coos Bay, Ore., father of boy, Richard Frederick, March 20.

John Vosper, 50, Hollywood radio-tv actor, died April 6 while rehearsing for NBC Radio's *Dinah Shore Show.*

Networks

Ted Wick, director of radio-tv advertising-exploitation for Paramount Pictures, named director of publicity-exploitation for CBS-TV Hollywood.

Michael Horton, in charge of press relations, NBC color tv operations, promoted to NBC director of information.

Frank Pacelli, director of NBC-TV's Chicago-originated *Hawkins Falls* show, signed by CBS-TV to a term agreement as producer-director.

Brooke Taylor, director of programs, WTAM Cleveland, resigns to resume freelance performing and producing of radio-tv programs.

Willis Bouchey, who portrays title role on NBC Radio's *Dr. Paul,* assigned role in Columbia feature film release, "The Long Gray Line."

Samuel Chotzinoff, NBC general music director, accepted award for "NBC Television Opera

SUMMER is the BONUS selling season ON KOA!
KOA's Western Market normally delivers 4,163,700 people and opens family pocketbooks.
BUT THEN COMES THE SUMMER WITH BONUS AUDIENCE!
• Bonus Number One — Car radios — a total of 1,854,200! Nearly 1.5 million hours of car radio listening every day! All that PLUS tourist listening!
• Bonus Number Two — More than 12.5 million tourists vacation an average of 8.8 days in the Mountain States . . . spend more than $600 million!
Get with it man! Get your message on KOA— THE SINGLE STATION NETWORK!
WRITE TODAY FOR COMPLETE DETAILS ON KOA'S SUMMER BONUS
KOA serves more people who can't get TV than any radio station in America!
KOA FOOD LEAGUE
For food advertisers
delivers America's most food-conditioned audience.
WATTS
KOA
DENVER
NBC in the West
Call Petry

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

Theatre" from Sigma Alpha Iota, national women's music fraternity, for NBC's "contribution to music in the television field in 1953."

Harry Lillis Crosby, star of CBS Radio's *Bing Crosby Show,* elected life member of Massachusetts Society of Mayflower descendants.

Robert Griffin, actor on NBC-TV's *One Man's Family,* and Virginia Woodson were married April 3.

George Gobel, NBC-TV comedian, father of girl, March 30.

Manufacturers

Joseph Nauer Jr. appointed regional sales manager, Stewart-Warner Electric, radio-tv-electronics products div., Stewart-Warner Corp. He succeeds **Graeme W. Stewart,** appointed advertising and sales promotion manager.

C. F. Sullivan elected controller, General Instrument Corp. (television, radio and electronic components).

Franklin P. Hinman, named acting manager of manufacturing for division, and **Harry F. Pully** named manager of plant, Westinghouse Electric Corp.'s electronic tube div., Elmira, N. Y.

Paul E. Burks, manager, Southern Calif. div., Philco Corp., appointed manager of distribution for corporation, succeeding **James M. Skinner Jr.,** promoted to vice president in television division.

Leonard A. Bayer appointed to newly-created position of manager, product engineering dept., communications products div., Allen B. DuMont Labs., Clifton, N. J.

Edward W. Stone, formerly Southern district manager of electric sales, Graybar Electric Co., appointed Chicago district sales engineering manager, Standard Electronics Corp., subsidary of Claude Neon Inc.

Caleb A. Shera distributor sales counsellor, Hallicrafters Co., Chicago, appointed district sales manager.

Frank P. Fern, Los Angeles field supervisor, named Seattle manager, Hoffman Sales Corp. (radio-tv set distributors).

Film

John P. Rohrs, manager of Chicago office, United Television Programs Inc., appointed a vice president.

MR. ROHRS

Charles Adams, who has produced and directed tv programs over DuMont and ABC-TV for the past five years, to Loucks & Norling Studios, N. Y., as manager of newly-created tv film department.

William Spier, creator of *Suspense* and *Sam Spade* radio programs and associated with *Omnibus* and *Medallion Theatre,* to Desilu Productions, Hollywood, as producer-director-writer on *The Country Doctor* film series, starring **Charles Coburn.**

David Gordon and **Gilbert Kay** have been signed by American National Studios Inc., Hollywood, as head of the music department and first assistant director, respectively.

Alfred D. LeVine, formerly midwest sales manager of Consolidated Television Sales and recently appointed to similar duties for George Bagnall & Assoc., new sales organization for CTS properties, has announced his resignation. He was incorrectly identified as Al Lee Vine in the April 5 issue of B•T.

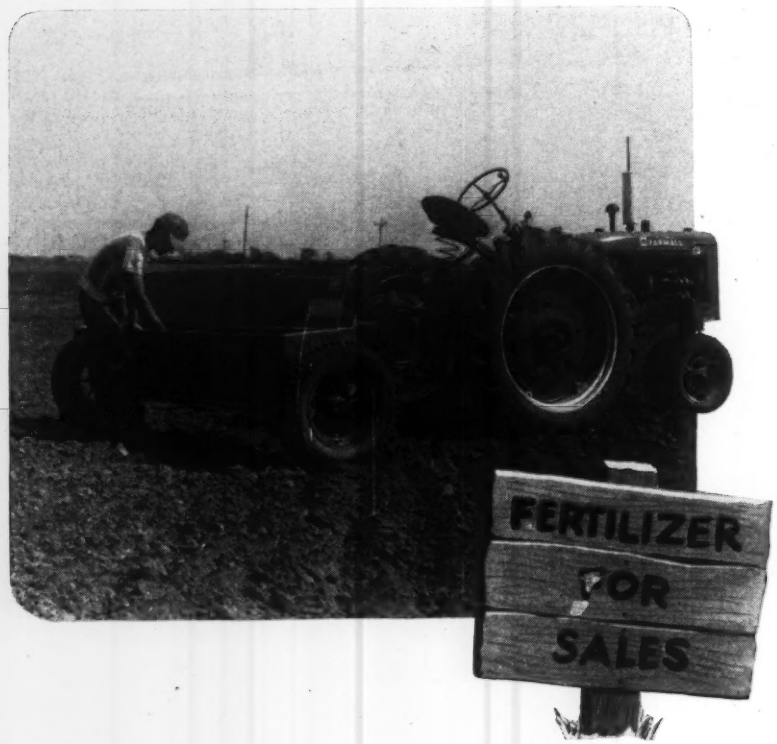
Stuart Stevenson, prop man, ABC-TV *Make Room for Daddy* film series, father of boy, Timothy Lee, April 5.

Bill Mosher, cutter, Gross-Krasne Inc., Hollywood, father of girl, Michele, March 29.

Representatives

George Gilbreath appointed to tv sales staff New York office, George P. Hollingbery Co.

Paul B. Evans, formerly with Paul H. Raymer Co., named radio sales account executive, NBC Spot Sales.



Last year, Kansas farmers fertilized their fields and harvested more wheat than any state in the union—worth over $77 million! *You too* can harvest a bumper crop of Kansas sales—but you've got to fertilize! How? With *advertising—WIBW radio advertising* that gets right to the roots of Kansas farm life.

You see, Kansas is a state of farmers. And the best way to fertilize 'em is to put your selling message on the radio station *they* listen to most*—WIBW.

** Kansas Radio Audience '53*

WIBW-CBS Radio, Topeka, Kansas

Ben Ludy, Gen. Mgr. WIBW-KCKN

Rep: Capper Publications, Inc.

BROADCASTING
TELECASTING

telecast

FILM FEATURE SECTION

inner sanctum

opens the door to higher ratings for TV stations everywhere

Smart local and regional advertisers in 71 markets have bought "INNER SANCTUM." First reports for this exciting new series already show its audience pulling power. ***In every case where information is available, "INNER SANCTUM" has drawn a higher rating than the program in that time period before.*** For proof, look at the figures for these big, competitive markets!

ARB ratings for the "INNER SANCTUM" time period, before and after start of the program.

MARKET	STATION	TIME	MONTH BEFORE "INNER SANCTUM"	CURRENT, WITH "INNER SANCTUM"
Chicago	WNBQ	Sat. 10:00	14.4 (Dec.)	20.8 (Feb.)
Houston	KGUL	Thurs. 10:00	7.8 (Oct.)	15.7 (Jan.)
Los Angeles	KTTV	Sat. 9:00	6.4 (Dec.)	9.3 (Feb.)
Milwaukee	WCAN (UHF)	Thurs. 8:30	2.1 (Dec.)	7.5 (Jan.)
Pittsburgh	WDTV	Wed. 9:00	31.1 (Oct.)	40.6 (Jan.)

And ratings for the rest of the 39 thrilling half-hour episodes will be much higher, as soon as the public gets to know about the show.

"INNER SANCTUM" is backed by a market-tested advertising, promotion, publicity and merchandising campaign as an integral NBC Film Division Service. Write or call today.

NBC FILM DIVISION

New York • Chicago • Los Angeles

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

How much?
How fast?
How good?

RKO PATHE HAS THE ANSWERS ON TRULY PROFESSIONAL TV FILM COMMERCIALS!

RKO PATHE... the organization that gives every inch of film the magic touch of visual excitement born of 31 years of successful movie-making....

RKO PATHE... the outfit with the know-how and mechanical facilities to meet today's challenge of making action-impact on eyes and ears tired of the pounding of the commonplace. . . .

RKO PATHE . . . with the advertising grasp to give you exactly what you hope to get in the visualization of your selling ideas . . . without question, without quibble, without worry as to quality.

FOR INSTANCE!

Lawrence Cowen, President of the Lionel Corporation, writes:

"The spot commercials you filmed for us proved to be extremely successful . . . The quality of the photography as well as the format reproduced beautifully and had fine public acceptance."

FOR EXCITING TV COMMERCIALS... FOR ANY FILMS FROM A FOOT TO A FEATURE... IT'S

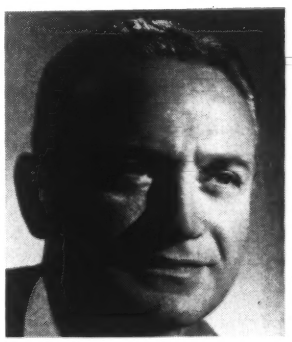
RKO PATHE, INC.

"The Professional Company"

625 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3600

features

- **Special B•T survey on feature film: What it costs, how it is used, how it is sold to advertisers. Page 70.**
- **How UTP boosted sales by consolidating operations in Hollywood. Page 72.**
- **Atlas keeps Midwest film business at home. Page 78.**



film maker

STUART REYNOLDS

THREE years ago Stuart Reynolds, president of Stuart Reynolds Productions, Beverly Hills, came to the conclusion that the lot of a radio and television program packager is a happy one—if and when the producer delivers the package. But Mr. Reynolds had learned through sad experience that promises often were not fulfilled, and he frequently had a client without a package.

He decided then and there to become his own producer. The wisdom of this move can be supported by the financial and production accomplishments of his organization in 1953. Stuart Reynolds Productions rolled up gross billings of more than $2 million last year and produced 55 half-hour dramatic programs for such blue-chip clients as General Electric *(G-E Theatre)*, Hamilton Watch Co. *(Your Jeweler's Showcase)* and duPont *(Cavalcade of America)*.

"We are particularly proud of the high quality of our filmed programs at a price that is within the budget of our advertisers," Mr. Reynolds commented recently while on a business trip to New York. "This is no idle boast when you consider that General Electric has contracted for a re-run of 13 of its films for the G-E summer show, starting in June."

Mr. Reynolds is grateful for his long grounding in the advertising business, explaining it has assisted him in producing high-caliber programs that will appeal to a mass market and therefore have sponsor interest. Prior to launching his package business in 1949, he had been associated since 1927 in various advertising copy writing and sales capacities for Lord & Thomas, Chicago; General Mills, Minneapolis; Henri, Hurst & McDonald, Chicago; Erwin Wasey, San Francisco; BBDO, Los Angeles, and the Don Lee Network in Los Angeles. It was with the Don Lee organization's experimental television station, W6XAO, that Mr. Reynolds received his baptism of fire in the television medium.

Chicago-born, Mr. Reynolds attended Chicago Law School while working for Lord & Thomas and received his law degree in 1932. He points out that his legal education is an asset in negotiating contracts with talent and advertisers.

A cardinal rule in producing dramatic tv film programs, Mr. Reynolds contends, is to tailor the show to fit the star. He claims that this is a formula that will enable a producer to cope realistically with production costs that are the bugaboo of many film makers. Since time is such a vital consideration, Mr. Reynolds continued, exhaustive preparations must be made before actual production is launched.

In a projection of things-to-come, Mr. Reynolds said that he believed that eventually 80% of television programs will be on film. Another development, he said, will be the use by advertisers of their filmed shows at least twice to amortize the costs.

Mr. Reynolds taps the talents of radio and motion picture script writers in Hollywood for his productions and voices the belief that radio men are more adaptable for television, though he acknowledged that several screen writers have turned out some top-drawer scripts.

Mr. Reynolds lives in Beverly Hills with his wife, Beverly, to whom he has been married for 20 years, and their daughter, Merrily, 10½. Until a few years ago Mrs. Reynolds confined herself to domestic duties.

"But now she's a full-time member of the team," Mr. Reynolds said. "It came about quite accidentally. I was in New York on a business trip when my secretary left to get married. Beverly went down to the office to help out with the files. Pretty soon she did more and more work. Well, I've found her so valuable that she has stayed on."

Mr. Reynolds used to play golf but lack of time has ruled out that sport. He said that with his present full schedule, his only hobbies are "family and work."

FEATURE FILM

what it costs
how much is used
how it is sold

THE PRICE paid by television stations for feature film programs ranges upward in direct ratio to the size of the market served, with average prices varying from around $25 in smaller areas to well over $200 in major metropolitan markets.

These findings are included in a series of revelations covering the use of feature films by tv stations, and the average prices paid by stations to film distributors, as shown by an industry-wide survey conducted by BROADCASTING • TELECASTING.

The survey brings to light for the first time a number of industry trends which have heretofore been revealed only in scattered comments based on random contacts.

Analysis of the 153 questionnaires returned by the nation's operating commercial tv stations—there are 371 on the air—show few examples of one-two-three presentation of commercials at any point during the presentation of a feature film. This scarcity of triple-spotting belies the careless commentaries by those who professionally brand television as replete with triple, quadruple and even quintuple spotting.

All questionnaires were kept anonymous to encourage complete and accurate revelation of facts. Since the returns are based on 40% of the entire industry, with all categories proportionately represented, the results are believed to be typical.

The 153 participating tv stations answered a series of questions including hours on air per week; size of market; time devoted to full-length, 1½-hour and one-hour features, along with top, low and average prices paid to distributing outlets; number and length of commercials in single-advertiser and participating film programs, with percentage of local and national sponsors.

The adjoining tables reveal a large number of important trends among tv stations, broken down in some cases by availability of inter-connection facilities as well as size of market.

Among the findings are these:

- Few tv stations permit single commercials of more than two minutes duration during feature films.
- The number of breaks during the showing of a one-hour or full-length feature ranges between two and five, as a rule.
- Films are interrupted more often by stations in smaller markets.
- Local advertisers are supplying a major share of film sponsorship revenue in smaller markets, with stations in larger markets getting over half their film income from national advertisers.

Those answering the questionnaires were given an opportunity to list the distributors from whom they buy television feature films. While the questionnaire was limited to feature and one-hour films, the respondents in some cases appeared to be including all their sources of tv film programs.

The following list of film distributors appears in order of number of mentions on questionnaires. Motion Pictures for Television had the largest number of mentions, Unity was second, and the list continues until all mentioned distributors are included. In a few instances there may have been confusion in mentioning corporate names of distributors. The list follows:

Motion Pictures for Television Inc.
Unity Television Corp.
Hollywood Television
Sterling Television Co.
Tele-Pictures
Atlas Television Corp.
Comet
Hygo
NBC TV Film Div.
Vitapix Corp.
Interstate
Atlantic Television Corp.
Official Films
Ziv Television Programs
M&A Alexander Productions
George Bagnall & Assoc.
Consolidated
Film Vision Corp.
MCA TV

AMOUNT OF TIME DEVOTED BY TV STATIONS TO TYPES OF FILMS

No. Hours Station Is on Air Per Week	Full-Length Features Per Week (By % of Stations)			One-Hour Features Per Week (By % of Stations)			1½-Hour Features Per Week (By % of Stations)		
	Under 10 Hrs.	10-25 Hrs.	Over 25 Hrs.	Under 5 Hrs.	5-10 Hrs.	Over 10 Hrs.	Under 5 Hrs	5-10 Hrs.	Over 10 Hrs.
(Markets Under 250,000 Population)									
Under 75 Hrs. Per Wk.									
Inter-Connected	41.7	54.2	4.1	55.0	25.0	20.0	61.1	22.2	16.7
Non-Inter-Connected	45.0	55.0	...	35.3	35.3	29.4	63.6	36.4	...
Over 75 Hrs. Per Wk.									
Inter-Connected	...	...	...	...	...	...	...	...	...
Non-Inter-Connected	...	...	...	...	...	...	...	...	...
(Markets 250,000 - 500,000 Population)									
Under 75 Hrs. Per Wk.									
Inter-Connected	45.5	50.0	4.5	31.6	47.4	21.0	69.2	30.8	...
Non-Inter-Connected	33.3	66.7	...	33.3	50.0	16.7	66.7	22.2	11.1
Over 75 Hrs. Per Wk.									
Inter-Connected	30.8	69.2	...	27.3	54.5	18.2	11.1	77.8	11.1
Non-Inter-Connected	...	...	...	...	...	...	...	...	...
(Markets 500,000 - 1,000,000 Population)									
Under 75 Hrs. Per Wk.									
Inter-Connected	71.4	28.6	...	55.6	33.3	11.1	55.6	33.3	11.1
Non-Inter-Connected	50.0	50.0	...	25.0	50.0	25.0	50.0	50.0	...
75-100 Hrs. Per Wk.									
Inter-Connected	33.3	50.0	16.7	50.0	33.0	16.7	33.3	33.3	33.3
Non-Inter-Connected	...	...	...	...	...	...	...	...	...
Over 100 Hrs. Per Wk.									
Inter-Connected	36.4	54.5	9.1	54.5	27.3	18.2	57.1	42.9	...
Non-Inter-Connected	...	...	...	...	...	...	...	...	...
(Markets Over 1,000,000 Population)									
Over 75 Hrs. Per Wk.									
Inter-Connected	40.6	53.1	6.3	38.7	32.3	29.0	48.3	44.8	6.9
Non-Inter-Connected	...	...	...	...	...	...	...	...	...

PRICES PAID FOR FEATURE FILMS BY TV STATIONS

(By % of Stations)

Size of Market	LOWEST PRICE			HIGHEST PRICE					AVERAGE PRICE				
	% Under $50	% $50-$100	% Over $100	% Under $50	% $50-$100	% $100-$200	% $200-$300	% Over $300	% Under $25	% $25-$50	% $50-$100	% $100-$150	% $150-$200	% Over $200
Under 250,000														
Inter-Connected	89.5	10.5	...	47.8	43.6	4.3	4.3	...	...	90.0	5.0	5.0	...	...
Non-Inter-Connected	100.0	...	...	75.0	25.0	...	...	...	21.4	78.6	...	...	...	...
250,000-500,000														
Inter-Connected	73.3	26.7	...	46.9	28.1	18.8	6.2	...	3.1	62.6	21.9	6.2	3.1	3.1
Non-Inter-Connected	100.0	...	...	40.0	60.0	...	...	...	...	88.9	11.1	...	...	...
500,000-1,000,000														
Inter-Connected	56.0	36.0	8.0	8.0	36.0	40.0	8.0	8.0	...	33.3	41.7	8.3	4.2	12.5
Non-Inter-Connected	100.00	...	...	40.0	40.0	20.0	...	...	...	60.0	40.0	...	...	...
Over 1,000,000														
Inter-Connected	50.0	38.5	11.5	...	28.6	28.6	14.2	28.6	...	16.0	36.0	20.0	12.0	16.0
Non-Inter-Connected	...	...	...	...	...	...	...	...	...	...	...	...	...	...

HOW FEATURE FILMS ARE SOLD TO ADVERTISERS

Size of Market	No. of Commercial Breaks in One-Hour Film Sold to One Advertiser (By % of Stations)						No. of Commercial Breaks in Participating Programs (By % of Stations)					
	2	3	4	5	6	Over 6	2	3	4	5	6	Over 6
Under 250,000 Population	...	27.8	38.9	11.1	19.4	2.8	7.3	14.6	31.7	22.0	22.0	2.4
250,000 to 500,000	8.6	25.7	31.4	22.9	8.6	2.8	4.7	25.6	25.6	20.9	23.2	...
500,000 to 1,000,000	3.7	18.5	44.5	22.2	11.1	...	...	29.6	51.9	3.7	3.7	11.1
Over 1,000,000 Population	10.4	37.9	37.9	10.4	3.4	...	5.7	37.1	25.7	22.9	5.7	2.9

LONGEST SPOTS USED AT ANY ONE STATION BREAK

Size of Market	During One-Hour Films Sold to One Advertiser (By % of Stations)				During Participating Film Programs (By % of Stations)				Top No. of Spots Used at One Break (By % of Stations)		
	20 Sec. to 1 Min.	1-2 Min.	2-3 Min.	3-4 Min.	20 Sec. to 1 Min.	1-2 Min.	2-3 Min.	3-4 Min.	1	2	3
Under 250,000 Population	42.1	52.6	5.3	...	64.3	30.9	2.4	2.4	16.3	39.0	12.7
250,000 to 500,000	37.8	45.9	16.3	...	57.1	30.9	9.6	2.4	34.9	55.8	9.3
500,000 to 1,000,000	25.9	51.9	14.8	7.4	51.9	40.7	7.4	...	25.0	75.0	...
Over 1,000,000 Population	26.7	63.3	10.0	...	61.1	38.9	...	...	22.2	72.2	5.6

SOURCES OF ADVERTISING INCOME FROM FEATURE FILMS

(Column headings indicate per cent of total revenue from sponsorship of feature films. Example: "Under 10" means under 10% of total revenue received from all feature film sponsors on the station.)

Size of Market	Income from Local Advertisers (By % of Stations)					Income from National Advertisers (By % of Stations)				
	Under 10	10-25	25-50	50-75	75-100	Under 10	10-25	25-50	50-75	75-100
Under 250,000 Population	...	2.2	17.4	19.6	60.8	3.7	40.8	14.8	37.0	3.7
250,000 to 500,000	...	...	20.0	23.3	56.7	4.2	29.2	33.3	25.0	8.3
500,000 to 1,000,000	...	10.7	25.0	14.3	50.0	4.5	27.3	13.6	22.7	31.9
Over 1,000,000 Population	6.3	15.6	28.1	18.8	31.2	3.3	20.0	16.7	33.3	26.7

Quality
Specialty Television Films
Television Exploitation
Major Television Productions
Republic Television Features
Screencraft Pictures
Louis Weiss & Co.
Chase
Commonwealth Film & Television
National Telefilms Assoc.
Standard Television Corp.
ABC-TV
Argyle
CBS Television Film Sales
DuMont Television Network
Guild Films Co.
Peerless Television Productions
PSI-TV
Television Programs of America
American-British Tv Movies
Astor Television
Aurora Productions
Beverly
Box Office
California Major Tv Productions
Cherry
Film Classics
Fleetwood
Fortune
Foundation Films Corp.
Greatest Fights
Harriscope Inc.
International News Service
IWF Wrestling
Kling Studios
Lippert
March of Time Television
Masterpiece Productions
Post Pictures Corp.
Producers Representatives
Sack Television Enterprises
Screen Gems
Station Distributors
Telecast Films
United Artists Corp.
United Television
United World Films

consolidation pays off in more sales for UTP

by WYNN NATHAN

A NEW sales record with the distribution of *Waterfront* was recently set by United Television Programs when more than one sale per working day was recorded from the date the series was released for the next 52 days.

This, in itself, is not exceptional in view of market results on our other products. However, UTP's merchandising chart has been on a constant upgrade since the consolidation of operations last fall in Hollywood, also the site of production.

When the company was taken over by Jack Gross and Phil Krasne in October, UTP's removal of home offices from New York to Hollywood gave rise to an important question in tv film production and distribution. What are the advantages of centering an entire operation, such as ours, under one roof—and in Hollywood, of all places?

In our brief experience at California Studios, several benefits of outstanding importance have been made manifest. That it is more convenient, is obvious. The majority of our producers are here — Bing Crosby Enterprises, Roland Reed Productions, Gross-Krasne Inc., and others. Our owners, our shipping, billing, bookkeeping, contracts departments, sales promotion, advertising and exploitation divisions are here, all in such close proximity as to impel a teamwork of action. Our executive vice-president, Lee Savin, is available at all times to our producers, sales force and various clients, as is our very capable national advertising and sales promotion manager, Noel Rubaloff, and his advertising agency (Creative Advertising), under the direction of Leonard Slaff. The national magazines with whom we advertise and deal all have competent Hollywood bureaus and work with us just as they did when we were in New York.

The convenience in turn makes for more personalized relations with the producers. Not only are we more cognizant of their production problems and accomplishments, but there is a greater flow of ideas and suggestions when it becomes a matter of visits to the lots and telephone calls in and around the Hollywood area instead of confusing and detailed memos and cross-country calls.

While UTP, though wholly owned by Phil Krasne and Jack Gross, functions as an independent distribution firm handling products, the majority of which are filmed by other independent producers, we do not hold to the philosophy, "you film it, we'll sell it." No longer has the distributor done his part when he sells a show, accompanied by the standard hackneyed merchandising, to a sponsor for 13, 26, 39 or 52 weeks. An increasingly important duty now rests with the distributor to get in there and pitch to help the advertiser get more dollar results, not to just make a sale and walk away from it.

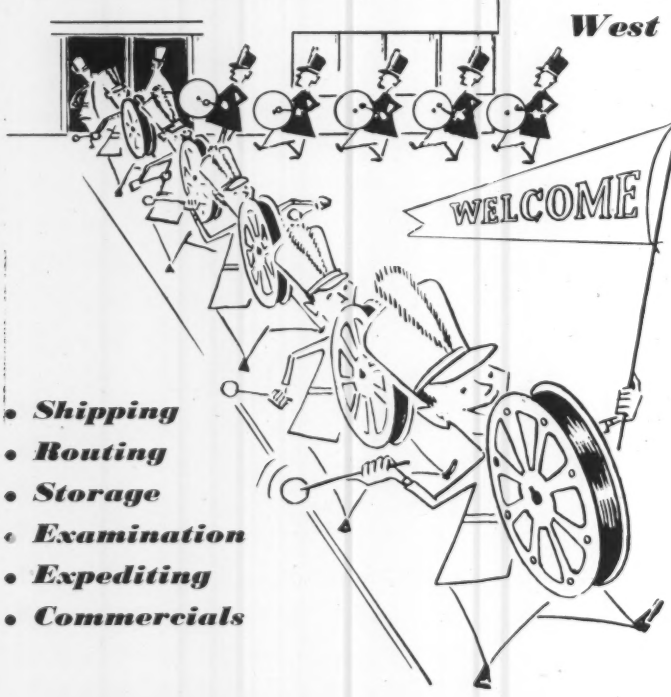
Under our expanded merchandising set-up, we are out to make the advertisers an integral part of our operation. Louis Hayward, Preston Foster and Ken Murray, stars of *Lone Wolf*, *Waterfront* and *Where Were You*, respectively, are not just movie names a coast away. They are movie names in the immediate vicinity, with whom we can work for the sponsor off the tv screen as well as on it to coordinate a planned advertising and promotion campaign.

Rocky Jones, Space Ranger is a natural to merchandise, having tremendous kid appeal through the demand for badges, school briefcases, "T" shirts, boots, belts, suspenders, watches, etc. In the marketing of *Waterfront*, UTP has devised sets of glassware emblazoned with a ship's wheel, emblematic of the series, which sponsors may purchase at cost to help promote the program and the sale of their products. Through these items, the *Lone Wolf* glassware, jewelry, etc., featuring the stylized wolf head, and others, we can personalize our services and directly

Mr. Nathan, vice president in charge of sales for United Television Programs, has in the past been with William Morris Agency and Century Artists.

Now BONDED'S complete dependable TV Film Service is on the West Coast Too!

BONDED TV FILM SERVICE, Inc.



- Shipping
- Routing
- Storage
- Examination
- Expediting
- Commercials

Newly opened facilities on the West Coast provide the largest physical plant for handling TV film in the country.

BONDED TV FILM SERVICE is the new, full-fledged subsidiary of the worlds largest, most experienced film handling and storage company — BONDED FILM STORAGE Co., Inc.

For complete TV film service—you know it will be done best—by BONDED.

BONDED TV FILM SERVICE Inc.

904 North La Cienega Blvd., Los Angeles 46, California — Crestview 4-3112 — Bradshaw 2-7825

630 Ninth Avenue, New York 36, New York — JUdson 6-1030—9

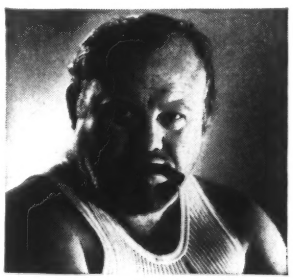
TERESA BREWER

TEX RITTER

JUNE VALLI

MEL TORME

PEGGY LEE



BURL IVES

as basic as profits!

Successful television operation demands the new combined Studio Telescription Library*

Studio Telescriptions are as important to profitable television programming as transcriptions are to radio. The Studio Telescription Library, over 1,100 three minute films produced especially for TV, puts the country's top musical talent to work for you . . . winning audiences and attracting sponsors for your shows.

The Library is complete with handy index files, sample scripts, program ideas and background material for your own MC. In only minutes you can build any number of star-studded shows which sparkle with lavish production settings.

And, the cost is unbelievably low. Even the most budget-minded advertisers are quickly sold on the miracle selling power of this top-talent television with none of the usual high production costs. Find out today how Studio Telescriptions, television's basic film library, can mean bigger-than-ever profits for you.

**consisting of Studio Musi-Films and Snader Telescriptions.*

put scores of top name artists on your regular staff

DON'T DELAY . . . DON'T WRITE
CALL COLLECT: OXford 7-2590

S F

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632

Hillbillies are Big Business!

For the first time on TV!

½ Hour Hillbilly VARIETY Show

Now available for regional and local distribution

featuring JIMMY DEAN AND THE TEXAS WILDCATS,
MARY KLICK, PETE CASSEL, QUINCY SNODGRASS,
THE ECHO INN CLOGGERS,
THE KENTUCKY RUNNING SET,
THE SAINTS AND SPINNERS
and a host of other hillbilly luminaries.

CONNIE B. GAY'S

TOWN AND COUNTRY TIME

TV'S FIRST AUTHENTIC HILLBILLY EXTRAVAGANZA

This jumpin' Jamboree called TOWN AND COUNTRY TIME currently appears regularly on over 1800 radio stations throughout the country. And hillbilly music fans don't just listen — they're loyal to the core! They can't wait to see Jimmy Dean, the Texas Wildcats, Mary Klick, Pete Cassel, and Quincy Snodgrass on TV. (On a recent local broadcast the listening audience was asked casually whether they would like to see TOWN AND COUNTRY TIME on TV.—A flood of mail inundated the studio. We'll show you the letters!)

What an astute sponsor can do with this powerful merchandising set-up should make his sales force jump and sing "Bimbo." We've got Jimmy Dean records, Jimmy Dean autographed photos, Jimmy Dean personal appearances and a host of other sales-compelling plans up our sleeve.

Why not call PL 7-0100 today and get the whole story and an audition print on your desk tomorrow.

! $700,000,000 Ain't Hay!

Last year, hillbilly sheet music and record sales topped seven hundred million dollars . . . hardly alfalfa !

There are over two thousand disc jockeys, *selling in every major area of the United States*, who play hillbilly tunes regularly. (No wonder TENNESSEE WALTZ, COLD COLD HEART, CANDY KISSES, GOOD NIGHT IRENE, and ON TOP OF OLD SMOKEY, are among the all-time best sellers in the music industry and RICOCHET, CROSS OVER THE BRIDGE, CHANGING PARTNERS and SECRET LOVE are current whistling favorites with the populace.)

It has been estimated that 50% of *all popular records sold* are hillbilly songs.

Astounding?

Not to CASH BOX which in a recent issue devoted exclusively to the hillbilly selling rage, declared: "America's regional music has become America's *national music!*"

The deeper a city slicker gets into the hillbilly phenomena the faster his head swims in thousand dollar bills. One "country music" singer has peddled 19 million records in the last 15 years. In 1953 a group of eleven hillbilly artists grossed just under $8,000,000. A local hillbilly radio show *charges admission* to see the program broadcast and turns away thousands every Saturday night! (A portion of the show is carried on a network to a national radio audience estimated at ten million.) A leading tobacco company has been a hillbilly sponsor for over 20 years. *One popular hillbilly performer even ran for Governor!*

COUNTRY TIME®

Radio's Fabulous Hillbilly Variety Show

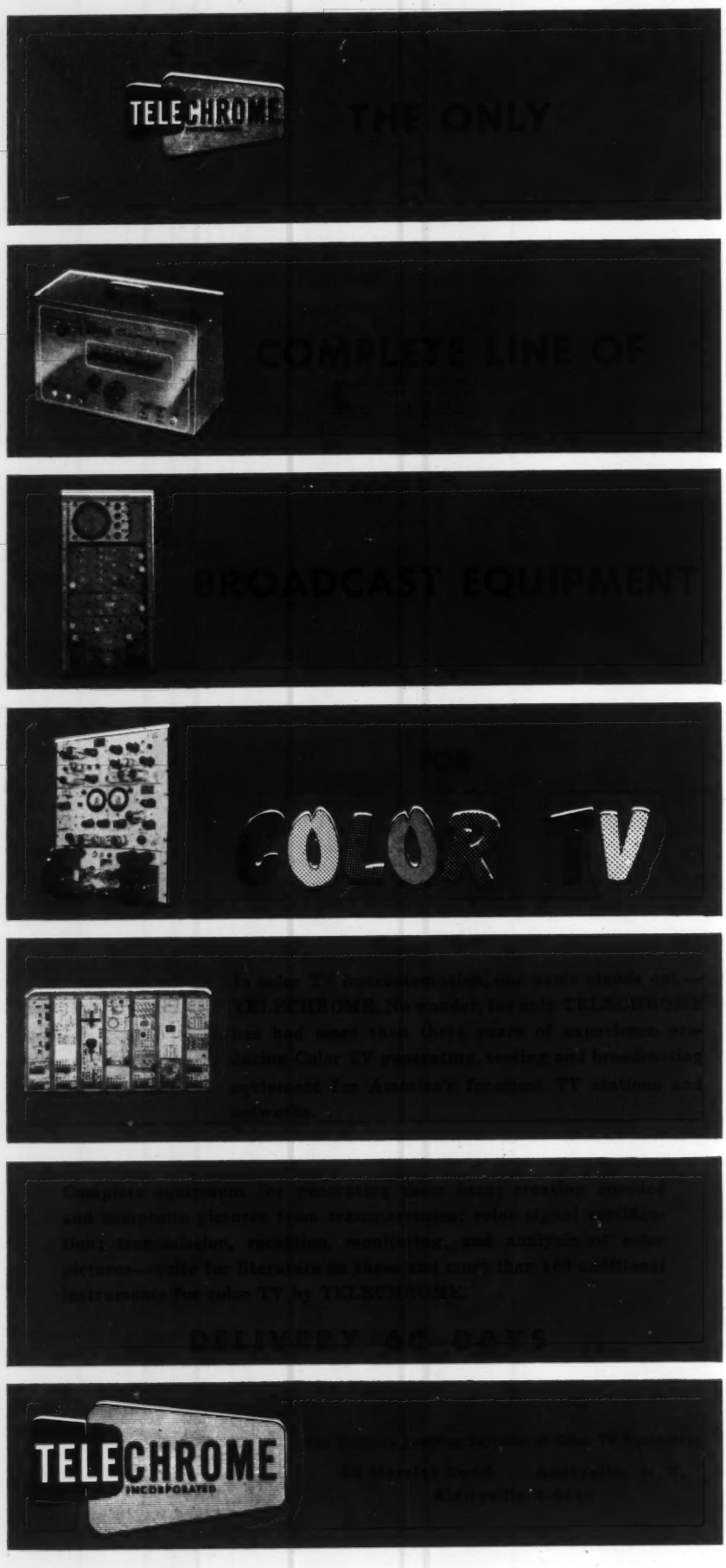
Currently Appearing on 1800 Radio Stations!

JIMMY DEAN AND THE TEXAS WILDCATS — Handsome Jimmy Dean, star of TOWN AND COUNTRY TIME, is one of the top country music artists in America. His recording of "Bumming Around" hit the list of top tunes for 17 *consecutive weeks* in 1953!

America's Leading Distributor of Quality TV Films

OFFICIAL FILMS, INC.

25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100



associate the advertiser with his own particular property and tv program.

Our sales force, the most flexible component of UTP's teamwork, is naturally the least concerned over whether the home office is in New York or Hollywood. But, with our new consolidated operation, the salesmen are better equipped for a personalized service. This was perhaps carried to extremes not too long ago when one of our representatives, in order to save a cancellation, located the trouble in the sponsor's commercials and turned copywriter to help pep them up.

Nevertheless coordination of thought and planning contributes greatly to the overall efficiency. Additionally, costs of preparing a package and marketing it can be measurably reduced through this centralization, if through nothing more than the saving of steps, time and communications. The time change with Hollywood three hours behind New York and two hours behind Chicago also works for us. If Aaron Beckwith or one of his men close a deal in New York at 6 p.m., it can be reported to us in Hollywood by 3:15 p.m. (our time).

Regional Set-Up

The long arms of personal service reach into the grass-roots from all our regional offices in Hollywood, Chicago, New York, Kansas City, St. Louis, Dallas, New Orleans, Atlanta, Detroit, Pittsburgh, Boston, Philadelphia and San Francisco by means of the personal service agents, who serve as trouble-shooters on special assignments, our regular salesmen and our vice presidents, Aaron Beckwith in New York and John Rohrs in Chicago.

We can ship our product any distance from either coast with maximum speed, but to package it with careful and effective dispatch, it is one thousand per cent better to have all departments of the entire operation, as well as our producers, headquartered in one central place. And, the natural place is Hollywood.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

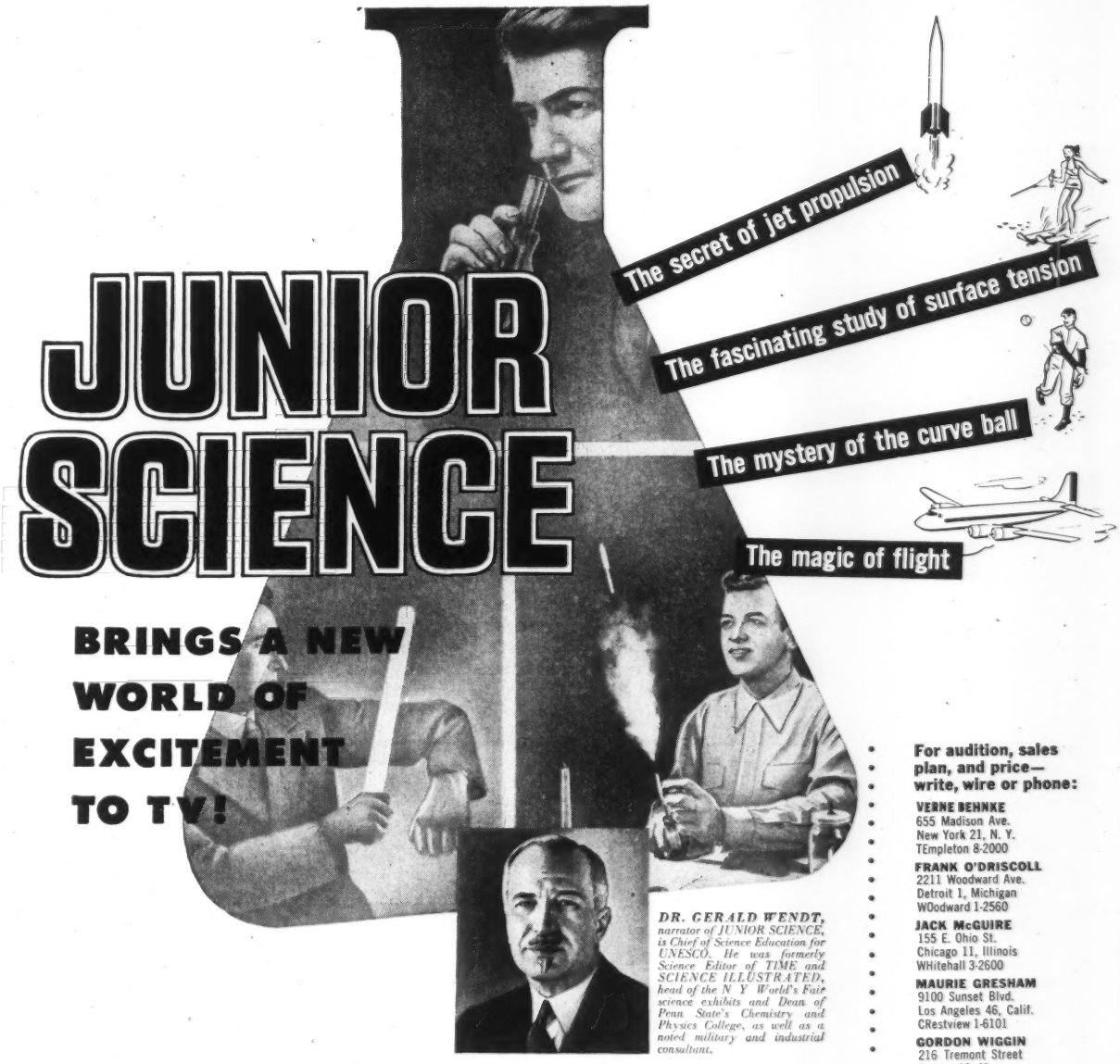
NBC-TV

April 18 (Easter): Easter Parade, 12 noon-1 p.m., Sunday (sustaining).

April 18: *The Catholic Hour*, 1:30-2 p.m., Sunday (National Council of Catholic Men).

April 21: *Kraft Tv Theatre*, 9-10 p.m. Wednesday (Kraft Foods through J. Walter Thompson Co.).

[Note: This schedule will be corrected to press time of each issue of B•T.]


JUNIOR SCIENCE
The secret of jet propulsion
The fascinating study of surface tension
The mystery of the curve ball
The magic of flight

BRINGS A NEW WORLD OF EXCITEMENT TO TV!

DR. GERALD WENDT, narrator of JUNIOR SCIENCE, is Chief of Science Education for UNESCO. He was formerly Science Editor of TIME and SCIENCE ILLUSTRATED, head of the N Y World's Fair science exhibits and Dean of Penn State's Chemistry and Physics College, as well as a noted military and industrial consultant.

You've got to see and hear **JUNIOR SCIENCE** *to truly appreciate its scope and wonder! Ready for immediate airing . . . with 39 fifteen-minute, custom made films!* **JUNIOR SCIENCE** *is a public relations "natural" that is bound to get enthusiastic parent, school and community approval! And it has a potent merchandising potential via self-liquidating premiums!*

For audition, sales plan, and price— write, wire or phone:

VERNE BEHNKE
655 Madison Ave.
New York 21, N. Y.
TEmpleton 8-2000

FRANK O'DRISCOLL
2211 Woodward Ave.
Detroit 1, Michigan
WOodward 1-2560

JACK McGUIRE
155 E. Ohio St.
Chicago 11, Illinois
WHitehall 3-2600

MAURIE GRESHAM
9100 Sunset Blvd.
Los Angeles 46, Calif.
CRestview 1-6101

GORDON WIGGIN
216 Tremont Street
Boston 16, Mass.
HAncock 6-0897

ALEX METCALFE
MPTV (Canada) Ltd.
277 Victoria Street
Toronto, Canada
EMpire 8-8621

ED HEWITT
625 Market Street
San Francisco 5, Calif.
DOuglas 2-1387

BRUCE COLLIER
310 Routh Street
Dallas 4, Texas
PRospect 4158

JEFF DAVIS
Mortgage Guaranty Bldg.
Carnegie Way & Ellis St.
Atlanta, Ga.
ALpine-0912

These MPTV shows are available now:
- DUFFY'S TAVERN
- DREW PEARSON'S WASHINGTON MERRY-GO-ROUND
- FLASH GORDON
- JANET DEAN, REGISTERED NURSE
- JUNIOR SCIENCE
- *more to come*

mptv
SYNDICATION CORPORATION

655 Madison Avenue, N. Y. 21, N. Y.

KEEPING MIDWEST FILM BUSINESS AT HOME

MORE and more national advertisers from the Midwest are staying in their own backyards these days to shoot their commercials.

Specifically, they are discovering Oak Park, a community on the fringe of Chicago's West Side which is the home of Atlas Film Corp., a 40-year-old organization which is doing a good job of convincing Midwest network advertisers they can stay at home for effective and economical film making.

Such advertisers are Sunbeam Corp., Greyhound Corp., Pure Oil Co., Armour & Co., and others, all of them with headquarters in Chicago. Additionally, there is an assortment of spot advertisers who locate in the Midwest but underwrite announcement campaigns throughout the country. In most instances, all are far removed from the scene of their broadcasts.

Most of the filmed commercials are produced by Atlas in its compact little building at 1111 S. Boulevard, Oak Park. But many of them, including plugs for Greyhound, are shot "on location."

The two best illustrations of Midwest advertisers who are using Midwest film facilities for their commercials are Greyhound, which underwrites a part of CBS-TV's celebrated *Omnibus* and Sunbeam, with its *Ethel & Albert Show* on NBC-TV. Both are live programs, but the sponsors have their commercials filmed in Oak Park.

In the case of Greyhound, whose agency is Beaumont & Hohmon, the schedule frequently calls for location shots showing people riding in a bus or about to board a Greyhound at a local depot.

Greyhound recently shot live scenes from Chicago's downtown terminal for use on *Omnibus,* with CBS Television film crews participating.

In the case of Sunbeam, whose advertising is handled by Perrin & Paus, the Atlas firm shoots on the studio set. Sunbeam's *Ethel & Albert Show* originates in New York but the commercials are filmed in the Midwest, close to the heart of the advertiser's operation and the advertising agencies involved. What's more, such conveniences make production easier.

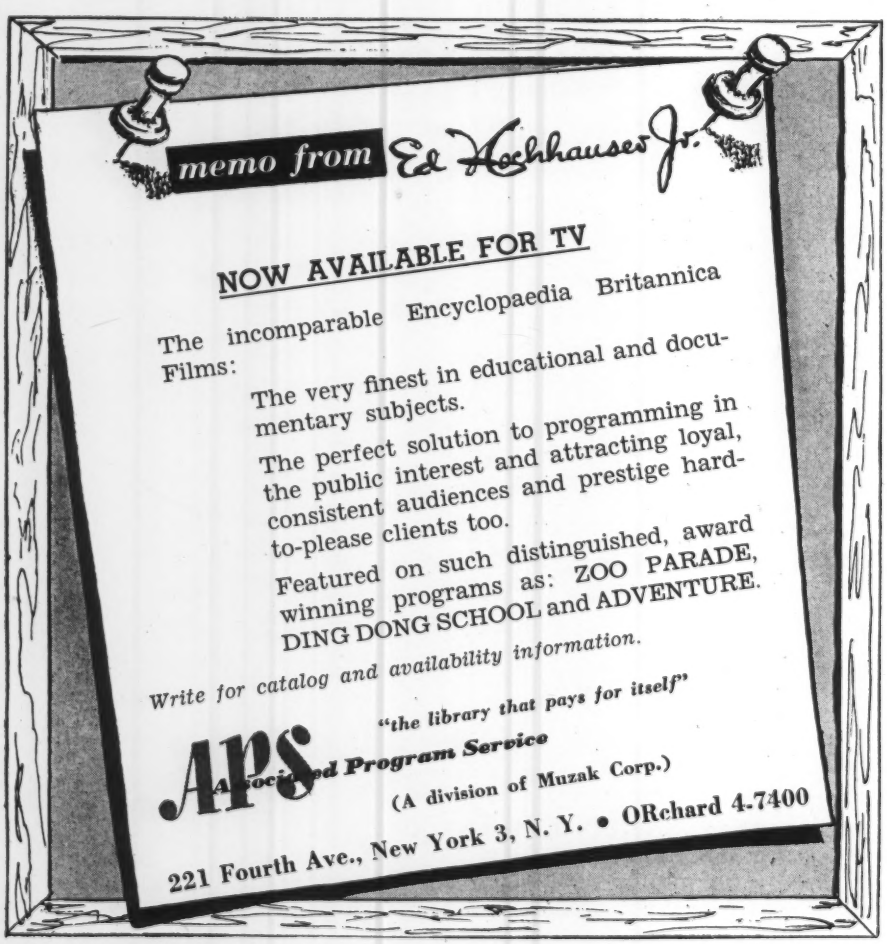
"We control our deadlines and if an advertiser wants some rushes made or re-runs, we are able to service him quickly," says Norman Lindquist, vice president and tv director of Atlas. It saves time all the way around when quick changes are dictated for the eastern-originated network programs.

Says Larry Mominee, Atlas' general manager: "There are facilities available in the Midwest and large national advertisers can find them here." Mr. Mominee went on to note that, in the midst of general business recession talk, advertisers can cut expenses and utilize economies at a time when tv costs are high. What's more, he adds, filming of commercials in the Midwest "saves traveling expenses to the coasts" and rates are cheaper than in Hollywood or New York.

Atlas itself maintains modern and complete facilities, with 16mm and 35mm sound recording, complete sound stages, sound facilities—both film and magnetic—animation and optical effects, complete laboratory processing setups and portable or remote equipment.

The company also has handled tv commercials for Pure Oil's *Mr. Wizard* and *Who Said That?* and Armour & Co., among others. Armour, along with Anheuser-Busch, Altorfer Bros. (ABC washers and ironers) and Mishawaka Rubber & Woolen Co. (Ball Brand shoes), have used spots prepared by Atlas in Oak Park for national campaigns.

And in all cases, the agencies were close to "home" for the advertiser. Among the agencies: Leo Burnett (for Pure Oil); Foote, Cone & Belding for Armour; D'Arcy Adv. Co. (St. Louis) for Budweiser; Cramer-Krasselt for Altorfer.


memo from Ed Hochhauser Jr.
NOW AVAILABLE FOR TV
The incomparable Encyclopaedia Britannica Films:
The very finest in educational and documentary subjects.
The perfect solution to programming in the public interest and attracting loyal, consistent audiences and prestige hard-to-please clients too.
Featured on such distinguished, award winning programs as: ZOO PARADE, DING DONG SCHOOL and ADVENTURE.
Write for catalog and availability information.
"the library that pays for itself"
AP
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

CAMERAS IN COURT TO BE DISCUSSED

FILMING and recording of courtroom procedures will be discussed, with films of judicial proceedings for illustration, at the April 21 meeting of the Radio, Newsreel, Television Working Press Assn. of New York, slated at 7:45 p.m. at the Carnegie Endowment International Center, 345 East 46th St., New York.

In a letter inviting some 20 judges and attorneys to the meeting, President Arnold Lerner said that "it is current policy in municipal, state and federal courts in New York to exclude tape and film reporters from covering judicial proceedings, while permitting newspaper and wire service reporters free access.

"Objections have always been raised in the past to the lights, microphones and paraphernalia that must be used for film and tape coverage. We do not pretend that a final and absolutely satisfactory technique has yet been devised, but we would like to bring to your attention some recent developments. We feel sure that an informal evening spent considering the possibilities of filming and recording courtroom procedures will be at least interesting and provocative, both for members of the legal world and our own newsmen."

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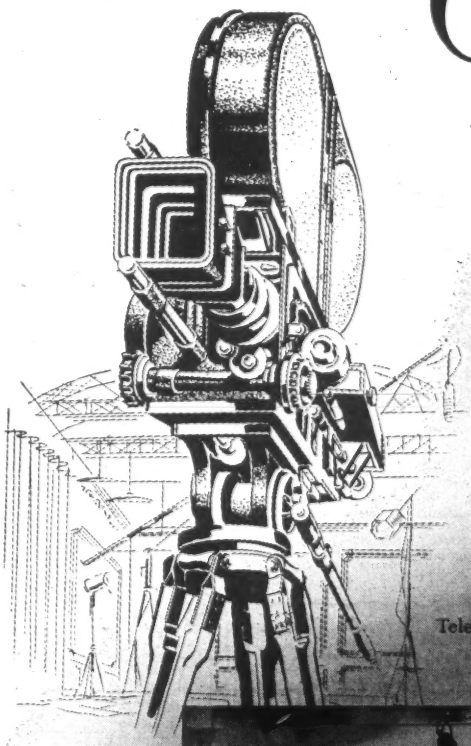

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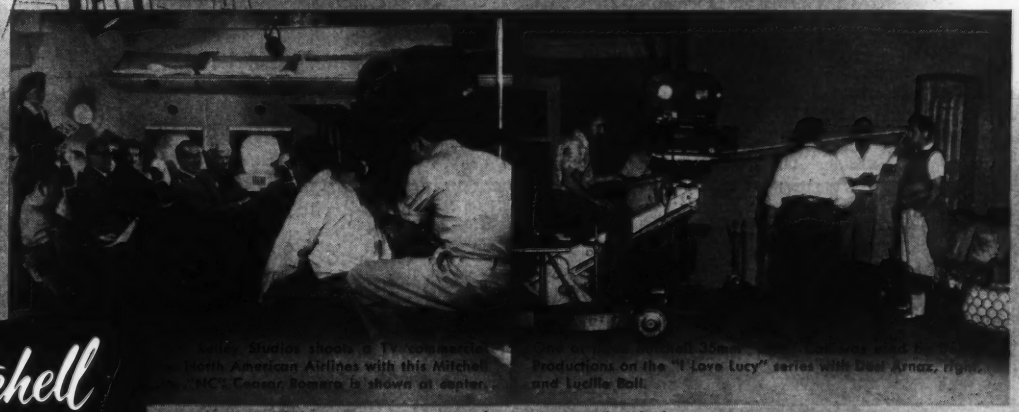

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COMPARATIVE NETWORK TV SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		The American Week St. 4/11 S	Night Editor	Revere Meet the Press alt. Sundays Pan Amer. L
6:15				
6:30	BB Pens Gemex George Jessel Show	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There	Benrus Watch Co. Meet Your Congress	Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Johnson Wax Life with Father	*Author Meets the Critics*	P&G Winchell-Mahoney L
7:15				
7:30	Tv Teen Club	Am. Tobacco Private Secretary F Jack Benny 4/11		Reynolds Mr. Peepers L
7:45				
8:00	Co-op The Mask	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L
8:15				
8:30				
8:45				
9:00	Gruen-Am. Safety Razor Corp. W. Winchell	Gen. Elect. Fred Waring 4/11, 4/18 L, G. E. Theatre 4/4, 4/25 F	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	*Jane Pickens Show* (See Note)			
9:30	Hazel Bishop Peter Potter Show	Bristol Myers Man Behind the Badge L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	Dodge Break the Bank	P. Lorillard The Web L	*Twenty Questions*	P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		Man Against Crime R. J. Reynolds F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			Co-op Capt. Video	
7:00			Co-op Marge & Jeff	
7:15	Mutual of Omaha, John Daly-News			
7:30	Duffy-Mott Jamie	GM-Oldsmobile News L		C. R. Chem. A. Murray Party L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich	Mogen David Wine Corp. Dollar A Second	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L
8:15				
8:30	Dr. I.Q. Hazel Bishop	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Junior Press Conference* S	Philip Morris I Love Lucy F		RCA Victor Show (Dennis Day) L
9:15				
9:30	*Travel Corner* F S	Gen. Foods Instant Maxwell Coffee L Red Buttons Show	Co-op Feature Boxing with Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	*In Our Time*	Westing-house Studio One L		Co-op Who Said That L
10:15				
10:30			*Ringside Interviews*	
10:45		Longines Chronoscope		
11:00				
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			Co-op Capt. Video	
7:00	ReaLemon-News J. Daly		Co-op Marge & Jeff	
7:15				
7:30	duPont Cavalcade of America	American Tobacco News L		Dinah Shore Show Chevrolet L
7:45		Gold Seal Jo Stafford		Camel News Caravan L
8:00	The Mask	Wrigley Gene Autry Show F	Vitamin Corp. of America The Goldbergs	Buick, Berle Show (2 of 3 weeks) (8-9)
8:15				
8:30		Pharmaceuticals, Inc. Red Skelton L	Love Story	Gen. Fds. Hope Show (3d week) (8-9)
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	O-Cedar Corp. alt. wks. Carter Prod. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. with Motorola The Amer. TV Hour	Electric Auto-Lite Suspense L		Armstrong Circle Theatre 9/1 L
9:45				
10:00		Nash-Kelvinator alt. wks. Block Drug Danger L		Truth or Consequences P. Lorillard L
10:15				
10:30	American Chicle Swanson (alt. wks.) The Name's The Same L	Alcoa See It Now L		Mr. & Mrs. North Revlon & Congoleum Nairn L
10:45				
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00	Mutual of Omaha, John Daly-News	
7:15		
7:30	Sterling Drug Mark Saber	GM-Oldsmobile News
7:45		Chesterfield Perry Co
8:00	The Mask	Godfrey His Fri... Tou... alt. wk... CBS Columbia L
8:15		
8:30		Godfrey His Fri... Frigida... alt. wk... Pillsbury
8:45		
9:00	*The Big Picture*	Colgate Strike It Rich L
9:15		
9:30	*Wrestling from Rainbo* L	R. J. Reynolds I've G... A Secr... L
9:45		
10:00		Pabst Sales C... Blue Ribbon Bouts L
10:15		
10:30		General Cigar Sports S...
10:45		Longines Chronos...
11:00		
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp unto My Feet* S		
10:15				
10:30		*Look Up and Live* S		
10:45				
11:00				
11:15		Services from Washington National Cathedral 4/18 only		
11:30	Local			
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45		Quaker Oats Contest Carnival L		
1:00	Answers for Americans			*Youth Want To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15	Breakfast Club Philco Corp	The 'Morning' Show M-F 7-9 a.m. Various Sponsors		
9:30				
9:45				General Mills, Fri. Ding Dong School L Thursdays: Gerber Prods.
10:00		Arthur Godfrey See footnote for time		
10:15		*Jack Paar Show* Fri. 10-11 a.m. S		One Man's Family F
10:30		*I'll Buy That* Fri. 11-11:30 p.m. S		3 Steps to Heaven P&G L
10:45				
11:00		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Home L
11:15				
11:30		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		Jergens Bride & Groom L
11:45		Amer. Home All Products Love of Life		Hawkins Falls L
12:00 N		P&G Search for Tomorrow		
12:15 PM		P&G Guiding Light (M-F)		Betty White Show L
12:30		P&G M-F Brighter Day Gen. Fds. Portia Faces Life		
12:45				
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00	*Animal Time*			
10:15				
10:30	Brown Shoe Co. Smilin Ed McConnell			
10:45				
11:00	Ralston-Purina alt. with Nestle Co. Space Patrol	*Winky Dink and You* S	11-11:30 Tom Corbett Space Cadet Int'l Shoe Co. (Alt.) with Secret Files of Capt. Video	
11:15				
11:30	Local	Rod Brown, Rocket Ranger S		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		*Star Time* L
1:15				

SAT

	ABC	CBS
1:30 PM		
1:45		
2:00		
2:15		
2:30		
2:45		
3:00		
3:15		
3:30		Elmer D...
3:45		At Le...
4:00		n Co. mile ry 4/4 of the wk 11 S
4:15		Roller D...
4:30		Takes and 11 S
4:45		
5:00		Kellogg Super C... ture (5-5:... L S
5:15		
5:30		Mars C... Co. (5:...
5:45 PM		

THURSDAY

NBC	ABC	CBS	DuMONT	NBC
	ReaLemon-News J.Daly		Walter H. Johnson Candy Co. Capt. Video	
Coca-Cola Eddie Fisher	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm	Co-op Marge & Jeff	Dinah Shore Show Chevrolet L
Camel News Caravan L		GE Jane Froman		Camel News Caravan L
GE I Married Joan F	It's About Time	Gen. Elec. Meet Mr. McNutley F		DeSoto-Plymouth Groucho Marx F
Scott My Little Margie F	Sherwin-Williams Pall Mall Ray Bolger Show	Singer Sewing Machine alt. wks. Parker Pen st. 4/15 4 Star Playhouse F	Tide-Water Associated Oil Broadway to Hollywood	Borden Justice L
Krafts Foods Television Theatre L	*Talent Patrol*	Lever Lux Video Theatre L	DuMont Labs What's the Story	Chesterfield Dragnet F
	Kraft Foods Kraft TV Theatre	Lever Rinso Big Town F		Ford Theatre F
Hazel Bishop This Is Your Life L		Philip Morris Public Defender L		U.S. Tobacco Martin Kane
	Local	Carter Prod. alt. Toni, Inc. Place the Face L		

FRIDAY

ABC	CBS	DuMONT	NBC
		Co-op Capt. Video	
News John Daly	GM-Oldsmobile News	Co-op Marge & Jeff	Coca-Cola Eddie Fisher
General Mills Stu Erwin F	Chesterfield Perry Como		Camel News Caravan L
Lambert Hotpoint (alt.) Ozzie & Harriet F	Gen. Foods Baker's Food Prod. Mama L		Dave Garroway Show Pontiac Dealers L
Pepsi Cola Playhouse	R. J. Reynolds Topper F		Gulf Life of Riley 9/18 F
Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars F	Serutan Co. Life Begins at Eighty	Simoniz & Amer. C&C Big Story L & F
Who's the Boss	General Foods Sanka Our Miss Brooks F		Campbell Soundstage S
	Brown & Williamson My Friend Irma L	P. Lorillard Chance of Lifetime	Gillette Fights 9/11 L
	American Oil Hamm Brewing Person to Person L	Helene Curtis Down You Go	Chesebrough Greatest Fights F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
Tommy Henrich Sports Show			
No Service			
Vitamin Corp. On Your Way	TBA		*Mr. Wizzard* F
Dotty Mack	Sylvania Beat The Clock L		Sunbeam Ethel & Albert L
Enterprise USA	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show L		*Spike Jones Show* L
Greatest Sports Thrills			Pet Milk Original Amateur Hour L
Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L		
Fight Talk	Int'l Silver Alt. Wks. Simmons My Favorite Husband L		Your Show of Shows L and Martha Raye Show (1 out of 4) L
	Chrysler Plymouth Div. That's My Boy L St. 4/10	Amer. Chicle DuMont Labs Col. Humphrey Flack	
		10:30 *Wrestling from Chicago*	Lucky Strike & Crosley Your Hit Parade L
		11:05 Boyle-Midway Sports Showcase	
		11:20 Wrestling Resumes	

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		American Inventory L
		Kukla, Fran & Ollie L
		Quaker Oats Zoo Parade L
		Hallmark Hall of Fame Hall Bros., Inc. L

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)	Paul Dixon Show (Sustaining)	Kate Smith Hour 9/21 L
	Campbell Soup Double or Nothing M-W-F		
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		P&G Welcome Travelers 9/21 L
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.		P&G On Your Account 9/21 L
	Bob Crosby (See footnotes)		*Pinky Lee Show* L
	Woman with a Past S		Howdy Doody
	The Secret Storm Am. H. Prod 4-4:15 M-W-F Sus. Tu, Th		
	Robert Q. Lewis 4:30-5 p.m. S		
	Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.		

SATURDAY

ABC	CBS	DuMONT	NBC
	What in the World S		
	Drake Relays 4/26 only S		
	Racing Jamaica S		
	Wrestling S		*N. Y. Times Youth Forum*

Explanation: Programs in italics, sustaining. Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Eff. April 18, 9:15-9:30 p.m., Sundays, Packard Dealers present Martha Wright.

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:15-4:00 p.m. Corn Products Refining Co.; Tues. 3:15-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Docskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

Sat. 9:10:30 p.m., EST "Your Show of Shows" and "The Martha Raye Show" Alt. Sat. 9:00-9:30 p.m., Armour & Co.; 9:00-9:30 p.m. RCA and participating sponsors, Adolph's Ltd., S.O.S. Co., Bentus Watch Co., Griffin Manufacturing Co., Inc., Cat's Paw Rubber Co. Inc., International Silver Co., Lewis Howe Co., Whitehall Pharmacal Co., Johnson & Johnson, Bristol-Myers Co., Dow Chemical Co.

CBS—M.-Th. Arthur Godfrey Time 10-10:15 a.m. M. & W. Minnesota Mining & Mfg. Co. Tu. & Th. Kellogg.
10:15-10:30 Knomark alt. days with Kleenex Mon.-Thurs.
10:30-45 M. & W. Snowcrop—Frigidaire, Tu. & Th.
10:45-11 p.m. M. & W. Star-Kist Tuna, Tu. & Th. Toni Co.
11-11:15 M. & W. Lever Bros. Tu. & Th. Nat'l Biscuit.
11:15-11:30 M.-Th. Pillsbury Mills Inc. House Party
2:30-45 p.m., Tu. & Th.—Kellogg
2:30-45 p.m., M., W., Fri.—Lever
2:45-3 p.m., M-Th., Pillsbury; Fri.—Green Giant
Garry Moore 1:30-45 p.m. M. Pacific Mills alt. Masland, Tu. Yardley (st 4/6), Wed. Swift, Th. Swift, F. Converted Rice; 1:45-2 p.m. M. Hoover alt. Corn Prod., Tu. Pillsbury, W. Best Foods, Th. Norge, F. Mystik Tape; 2-2:15 p.m. Tu. Bristol Myers, Th. Seeman Br.; 2:15-30 p.m. Tu. Economics Labs Inc., Th. Kellogg.
Bob Crosby 3:30-45 p.m., Tue.—Calgon, Thu.—Tappan, Fri.—Englander; 3:45-4 p.m., Tu. & Th. -Am. Dairy, Wed. & Fri.—General Mills

DUMONT—11:30 a.m.-noon, Sat.—Alt. with "Secret Files of Capt. Video"

KOMU-TV MAGNETIC SALESMAN

KOMU-TV Columbia, Mo., is telling its coverage story to advertisers and agencies with a promotion piece demonstrating how other stations cancel each other out in mid-Missouri, leaving KOMU-TV's signal the dominant one there. The plastic gadget uses two magnets, placed like-ends-to in a runway over an outline of the state, to represent the interference encountered by competing co-channel signals from Kansas City and St. Louis. When they try to get into KOMU-TV's coverage area, each is repelled by the other.

MONEY SAVING SHOW

VALUE of saving money is the theme of a new series of adventure programs over WGN-TV Chicago. Sponsored by First Federal Savings and Loan Assn. and titled *F-Bar-F Ranch Show*, the program features "Arkie," the Arkansas Woodchopper, who interviews children and presents cash savings account awards each week. Nature and science films especially prepared for youngsters are shown on the telecast which originates in the downtown bank's "ranch room," which was redesigned to accommodate 100 children.

WFLN HOLIDAY PROGRAMMING

MUSIC appropriate to the Easter and Passover holidays will be carried by WFLN Philadelphia beginning at noon on Good Friday and culminating Easter Sunday. Music will begin Friday with a complete recorded performance of Bach's "Saint Matthew Passion" and "Good Friday Spell" from Wagner's "Parsifal." The Saturday portion of sacred music, beginning at 9:00 p.m. will air three full hours of religious selections such as Passover music, the Easter portion of Handel's "Messiah" and Josef Haydn's "Seven Last Words of Christ." Easter Sunday programming will feature Easter songs, poems and cantatas, which will be scheduled throughout the day.

If you've ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it's like finding a needle in a haystack. It's darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection, (a total of 321 of them), carefully coded and indexed in a specially designed catalog—"the works" priced at only $19.50 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.

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Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7100

'APPLE TIME' PROMOTION

WEEKEND saturations of radio and television in selected markets across the country are currently being used for a springtime apple promotion campaign of the Washington State Apple Commission, through Pacific National Advertising Agency, Seattle. The theme "Any time is apple time" is being used to promote Winesap and Delicious apples in markets including New York, San Francisco, Los Angeles, Chicago and others in the Central time zone. The promotion is scheduled to continue through April.

KNOE AWARD 'FIRST'

KNOE (TV) Monroe, La., claims to be the first and only tv station in the nation to receive an award from the American Dairy Association. Beth Breese, hostess on *Pantry Party*, was presented a copper cow bell from the association for her promotion of dairy food products. Other awards went to newspapers and magazines. This was the seventh annual presentation of the distinguished service award by the dairy farmers group. Presentations were made at a banquet held in conjunction with the association's annual meeting in Chicago.

WLBT (TV) SAFETY SHOW

CONTEST to name the safety program on WLBT (TV) Jackson, Miss., was aimed at children viewers, and a five-year-old girl came up with the winning title, *Johnny, Be Careful*. Miss Judy Ramzy of Carthage, Miss., received a fully equipped bicycle from WLBT Producer Howard Langfitt and Lt. L. V. Warren of the safety division of the Jackson Police department, which provides material for the program and produces it. Lt. Warren is the main character in the series, and, according to the station, no sponsor mention is made during the show. The sponsor, Blue Ribbon Dairy, has agreed to opening and closing commercials by announcers not appearing on the show.

KVOA-AM-TV PROMOTION

KVOA-AM-TV Tucson, Ariz., is sending to advertisers and agencies a mailing piece with attached flyer that asks, "How well do you know the Southwest?" and urges the reader to turn to the folder, which gives the "facts." The folder describes KVOA-AM-TV outlets, their facilities, coverage and retail sales. A map of station's coverage is shown and the Tucson market is described as, "a completely self-contained market, not covered by *any* 'outside' radio or tv stations." The folder states that the Pine County's metropolitan population was 172,800 in 1952, and statistics are cited on family income, retail sales per family and for the metropolitan area, which, it is claimed, total $192,832,000 and are still rising. The flyer states that KVOA-AM-TV cover the whole territory, almost all of whose 49,000 families have radios and 22,000 own tv sets.

CHARLESTOWN SURVEY

A STUDY of the viewing habits of residents of Charlestown, W. Va., has been published by Robert S. Conlan Assoc., Kansas City, and, according to the survey, four-month-old WKNA-TV Charlestown is building up a sizable audience. The Conlan Television Report reflects data obtained from co-incidental telephone calls, non-telephone home interviews and recognized marketing sources and lists the viewing audience at various times of the day and on seven days of the week.

CHSJ-TV SPECIAL EDITION

A COMPLETE edition of the Saint John, New Brunswick, *Evening Times-Globe* is devoted exclusively to television with an introduction to CHSJ-TV Saint John. The 52-page special edition hails the opening, March 29, of this new station in four illustrated sections which contain information on programs, personalities featured, how pictures and sound are transmitted to the viewing audience and how the programs are produced. The edition takes the reader on a tour of CHSJ-TV studios and transmitter site on the summit of Mt. Champlain, explaining the intricate electronic equipment which is used.

GERMAN LANGUAGE PROMOTION

ALL passengers on ships arriving in New York from Germany are provided with a leaflet by WWRL Woodside, L. I., which describes that station's German-language programs. The leaflet also contains a request coupon for WWRL's free booklet titled "U. S. Citizenship." The station claims that a large percentage of 30,000 German-speaking immigrants coming to the U. S. each year settle in its coverage area.

HIGH SCHOOL NEWSCASTERS

STUDENTS in New Brunswick, N. J., area high schools are getting the opportunity to become news reporters over WCTC that city because of a major rearrangement of that station's Saturday morning program structure aimed at the teen-age audience. The 55-minute *High School Review* programs, with a hit tune format, feature high school happenings as reported directly by members of the staffs of high school newspapers in Middlesex and Somerset counties. Three young journalists report over WCTC each week and, according to the station, every high school in the area will have been represented twice in the course of the series.

WWCA BASKETBALL CONTEST

WWCA Gary, Ind., recently collaborated with the local distributor for the U. S. Tire Company on a radio jackpot contest to promote Royal tires. Entrants were asked to predict the point total for 20 Indiana U. basketball games, with Levin Tire House sponsoring the broadcasts. The first and second-place winners in the $2,000 contest, who predicted totals with 99.93 and 99.86 per cent accuracy, respectively, were given their prizes with the congratulations of Todd Branson, station sportscaster and program director.

NEW TYPES OF ELECTRONIC GEAR SET FOR DISPLAY AT NARTB CONVENTION

Annual industry meeting in Chicago May 23-27 will unveil many advances in transmitting apparatus, including color developments.

NARTB will unveil the most costly array of electronic gear ever shown at an industry convention when its annual session opens May 23 at the Palmer House, Chicago. The newest types of high-power tv transmitters, including recent developments in uhf and vhf types, will be on display starting at noon, Sunday, May 23.

The 23 exhibitors whose equipment will be shown in the exposition hall at the Palmer House will have a total of 225,100 pounds of apparatus in their display booths, according to C. E. Arney Jr., NARTB secretary-treasurer and convention manager, and Arthur C. Stringer, manager of the exposition.

Heavy exhibits will occupy 21,100 square feet on the fourth floor of the Palmer House. The equipment firms with lighter gear and the service companies will occupy 82 rooms on the seventh floor and 80 rooms on the eighth floor.

New exhibitors in the heavy section will be Philco Corp., Houston-Fearless and Tel-Instrument. In the lighter equipment and service group the list of new participants will include Radiozark, Electro-Voice, Willys Motors (tv cameras), Kalbfell Labs., A-V Libraries Inc., Prodelin Inc., General Teleradio film syndicate, U. S. Treasury, U. S. Army and Air Force, Tower Construction Co. and others.

Tentative agenda for the NARTB Management Conference was announced last week by Kenyon R. Brown, KWFT Wichita Falls, Texas, chairman of the NARTB Convention Committee, and Robert K. Richards, NARTB administrative vice president and convention program manager.

Sunday Registration

Registration opens Sunday morning, May 23, with exhibits and reception headquarters opening at noon that day. The second day will include a tv membership meeting and election in the afternoon plus an fm meeting. Formal proceedings open May 25 at 10 a.m., with Mr. Brown presiding. Keynote address will be delivered by William S. Paley, CBS board chairman, who will receive the second annual NARTB keynoter award.

President Fellows will be the Tuesday luncheon speaker, with a joint management-engineering session to be held in the afternoon at which color tv and technical efficiency will be discussed. Tv film and radio workshops will wind up the afternoon.

The May 26 (Wednesday) program opens with a sports session. George J. Higgins, KMBC Kansas City, NARTB Sports Committee chairman, will preside at a discussion of sports problems. Wednesday afternoon will be devoted to radio and tv codes, followed by labor and freedom of information workshops.

The annual FCC roundtable will be held Thursday morning. BAB will program an afternoon sales clinic and proceedings will close with the Thursday evening banquet.

NARTB's tentative agenda follows:

SUNDAY, May 23

7 a.m.-8 p.m.—Registration, Grand Ballroom Foyer
12 noon—Exhibits and Reception Headquarters Open, Exposition Hall

MONDAY, May 24

7 a.m.-8 p.m.—Registration, Grand Ballroom Foyer (Exhibits open all day)
2 p.m.—Television Membership Meeting, Election

FM SESSION

TUESDAY, May 25

7 a.m.-8 p.m.—Registration, 4th Floor Corridor
10 a.m.—Presiding, Kenyon R. Brown, KWFT Wichita Falls, Texas, Chairman, 1954 Convention Committee
Presentation of the Colors
Invocation (To Be Announced)
10:15 a.m.—Special Feature
10:50 a.m.—Keynote Address—William S. Paley, Chairman of the Board, CBS
12 noon—Presentation of award to Mr. Paley
12:30 p.m.—Luncheon, Mr. Brown, presiding
Address, Harold E. Fellows, President

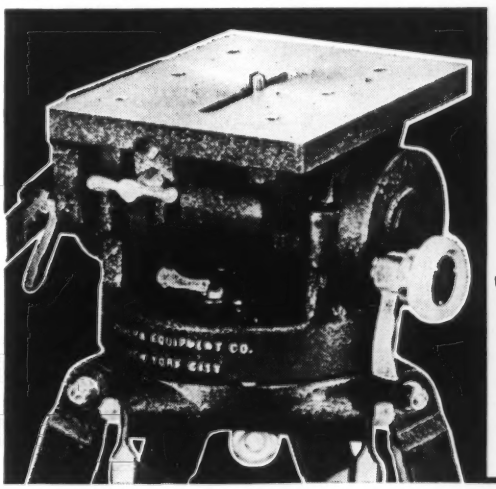
JOINT MANAGEMENT-ENGINEERING SESSION

2:15-2:45 p.m.—"Economy in Technical Operations Through Organization and Management," W. J. Purcell, WGY Schenectady
2:45-3:45 p.m.—"Seeing Light and Color," Ralph Evans, Eastman Kodak
3:45-4:15 p.m.—"Results of Experience to Date in Color Television Operations," Robert E. Shelby, NBC
Workshop Sessions
4:15-5:30 p.m.
1. Television Film
How to buy, where to buy, when to buy
2. The Importance of Radio in Television Markets Today
A further analysis of the Politz Study

WEDNESDAY, May 26

GENERAL SESSION MANAGEMENT CONFERENCE

10 a.m.—The Sports Question. Presiding, George Higgins, KMBC Kansas City, Chairman of the NARTB Sports Committee. Featuring panels of



No More Groping...

NEW MODEL C "BALANCED" TRIPOD HEAD gives you correct center of gravity ...in a Flash!

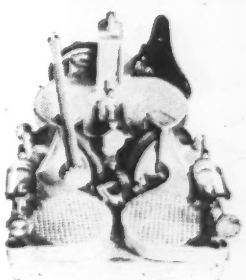
No more groping for center of gravity. The new Model C "Balanced" Tripod Head is equipped with a convenient, accessible positioning handle mounted below the top plate, which allows the operator to reposition the camera to the correct center of gravity. No matter what focal length lens is used on the camera turret, the camera can be balanced on the Model C Head without loosening the camera tie-down screw.

It has all the features which have made the "Balanced" head a gem of engineering ingenuity—quick release pan handle, tilt-tension adjustment to suit your preference. It's a Cameraman's dream!

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case — 18"x 12"x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

Dolly assembled—with tripod mounted. Also mounts Baby tripod.



WE SELL, RENT & SERVICE CAMERAS ☆ MOVIOLAS ☆ EDITING & LIGHTING EQUIPMENT Complete line of 16mm and 35mm equipment for rent.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. BELL & HOWELL: Standard, Shift-over, Eyemo. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA Editing Machines. Synchronizers. DOLLIES.

WE CALIBRATE LENSES—Precision "T" Stop calibrations of all types and focal lengths.

FRANK C. ZUCKER CAMERA EQUIPMENT CO. 1600 BROADWAY NEW YORK CITY

We design and manufacture lens mounts. In fact, we are specialists in all motion picture and TV photographic needs.

sports authorities and broadcasters
12:30 p.m.—Luncheon. Presiding, Mr. Fellows. Address, to be announced.
Special Feature, 1954 Winner, Voice of Democracy Contest

GENERAL SESSION

2:15 p.m.—Standards for Better Broadcasting. Presiding, John E. Fetzer, Chairman, Television Code Review Board, and John F. Meagher, Chairman, Radio Standards of Practice Committee.
Section I, Problems in Television
Section II, Problems in Radio, featuring commentaries by representatives of special groups interested in the subject.

WORKSHOP SESSIONS

4:15-5:30 p.m.—
1. Freedom of Information. Are radio and television being denied their rights?
2. Labor Relations. New Developments in 1953-54.

THURSDAY, May 27
GENERAL SESSION
Morning

10 a.m.—The FCC. A Roundtable Discussion
12:30 p.m.—Luncheon, speaker to be announced
2:15-4:15 p.m.—Sales Clinic under auspices of BAB
7 p.m.—Annual Banquet

NARTB Plans Field Study Of Radio Sales Techniques

FIELD study covering sales practices of radio stations will be conducted by NARTB, following discussion at district and association board meetings. Action will be taken in line with a recommendation made at a meeting of NARTB's Am Committee, held in Washington.

The study will show how stations are operating sales departments, covering commission, salaries, employment, sales techniques and general sales philosophy. Attending the committee meeting were G. Richard Shafto, WIS Columbia, S. C., chairman; J. J. Bernard, KOMA Oklahoma City; William C. Grove, KFBC Cheyenne, Wyo.; James L. Howe, WCTC New Brunswick, N. J.; Lester W. Lindow, WFDF Flint, Mich.; William D. Pabst, KFRC San Francisco; F. C. Sowell, WLAC Nashville; William H. Fineshriber Jr., NBC; E. M. Johnson, MBS.

Metropolitan Independents Plan New Hampshire Meet

THE Assn. of Independent Metropolitan Stations will meet June 13-15 at Wentworth-by-the-Sea, Portsmouth, N. H., AIMS President T. S. Marshall, WOLF Syracuse, said last week.

Mr. Marshall said station managers will attend closed sessions with each member outlining his successful programs, promotions, sales plans and economies. Members also will discuss rating services, new equipment developments, technical license requirements and remote and composite operations.

Nineteen Join BAB

SIGNING of nearly a score of stations as new members of BAB was announced last week. They include WINS and WMCA, major New York independents, whose addition brings BAB's New York membership to seven individual stations, the four national radio networks, 11 station representation firms and five affiliated organizations.

Other new members include KAWT Douglas, Ariz.; KCSR Shadron, Nev.; KGNC Amarillo; KGW Portland, Ore.; KIYI Shelby, Mont.; KOMA Oklahoma City; KQV Pittsburgh; KRIS Corpus Christi, Tex. KSUN Bisbee, Ariz.; KUGN Eugene, Ore.; WBIG Greensboro, N. C.; WBRN Big Rapids, Mich.; WCCM Lawrence, Mass.; WCEN Mt. Pleasant, Mich.; WICH Norwich, Conn.; WLBC Muncie, Ind.; WUSN Charleston, S. C.

The Sesac Transcribed Library

presents

SYLVAN LEVIN
and his RADIO SYMPHONY ORCHESTRA

"Great! Just what we need."
Bruce Calhoun, KUOW, Seattle, Wash.

"I defy any transcription company to better your sound on these discs."
Ted Connor, WFMJ, Youngstown, Ohio

"Well orchestrated and done in a superb, brilliant rendition by the Radio Symphony Orchestra."
Dallas Turner, KFTV, Paris, Texas

The **SESAC Library is lowest in cost** for a complete Program Service.

SESAC INC. 475 Fifth Avenue, New York 17, N. Y.

Sweeney Urges Radio Program Development

The BAB president asserts that billings could increase by 50% if radio could develop programs that are not provided by other media.

WHEN radio's "program and creative people" match its salesmen's contribution toward radio prosperity the industry's billings will increase 50%, Kevin Sweeney, BAB president, told the Chicago Broadcast Executives Club at a luncheon meeting last Wednesday.

He said radio advertising volume has increased $150 million a year in the past four years because "radio's salesmen have sold vigorously and promoted intensively." But what broadcasters have accomplished in these four years "is only a faint carbon copy of what can be accomplished when we begin turning on more of the 115 million radio sets with better programs, different programs, and, most important, programs and personalities available exclusively on radio," he asserted.

A policy of "over-generosity to tv," in which stations have turned over to television the program formats and personalities built up in 30 years of radio, is about over, Mr. Sweeney said. He cited what he called a growing feeling among "many progressive operators that their radio stations are entitled to their own 'private' newsmen, weathermen, homemakers, hillbillies, etc.

"The real answer to radio's future stability is contained in two facts," he said. "One, Americans spent a billion dollars at retail for new radio sets during 1952 and 1953. Two, in the areas where there are many, long-established tv stations and many, fiercely competitive radio stations, radio business is excellent—better than in far less competitive markets."

Three-Point Program

Mr. Sweeney outlined a three-point program for increasing radio's advertising power through substantial increases in audience:

"(1) Hit 'em where they ain't. Put on the type of entertainment and information that is not now being provided by other media. Develop new radio personalities that are exclusive to radio and not available, for better or worse, to any tv channel including your own.

"(2) Expand news coverage. We can cover the news hours ahead of newspapers but we don't exploit our advantage by providing the deep coverage of individual stories, especially local stories, that most people want. We should make it unnecessary for anyone to go elsewhere for all the news. . . .

"(3) Buy ourselves four or five program geniuses to develop programs exclusively for radio. Pay them enough so they won't be tempted to go over to tv, rent them an ivory tower and get from them the diversification we need in our program structure."

Ohio Broadcasters Elect

ROBERT W. FERGUSON, WTRF-AM-TV Bellaire, Ohio, was elected president of the Ohio Assn. of Broadcasters & Telecasters at its March 31 meeting in Mansfield [B•T, April 5]. Other officers elected were Allan Haid, WSPD-TV Toledo, tv vice president; Herbert E. Evans,

In City, Town and Country
The Southwest listens to WOAI

THE ONLY FULL-TIME 50,000 WATT

SAN ANTONIO STATION

. . . the only CLEAR CHANNEL 50,000 watt

San Antonio station! Only WOAI offers

greater coverage of the San Antonio market

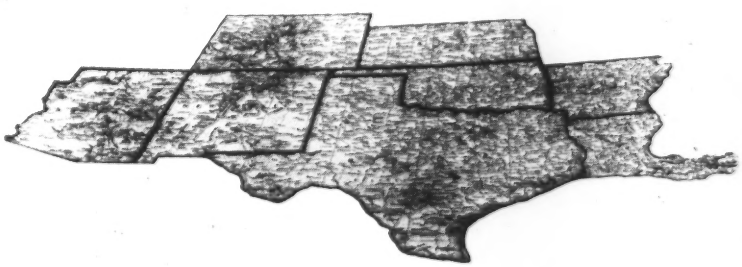
than any other medium, plus coverage of

54 other cities of 2,000 or more people

and their rural areas. To "sell" the Southwest,

city, town and country, "buy" . . .

WOAI



"The most powerful advertising
influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC affiliate
represented by Edward Petry & Co., Inc.

. . . NOW CALL
AVERY - KNODEL, INC.,
(National Representative) TO

Cover this *Gem with Channel 10

WGEM
TV-AM-FM
QUINCY, ILLINOIS
Newspaper affiliate
The Quincy Herald Whig

*wGEM tri-state market

To make your sales sparkle in this tri-state area, use this GEM of an outlet . . . WGEM-TV, in the GEM city of Quincy, Illinois. It is the most powerful VHF station on the mighty Mississippi River between St. Louis and Davenport-Rock Island. The WGEM-TV market contains nearly 400,000 people with a spendable income of over half a billion dollars. Channel 10 covers this GEM!

50,200 watts
VHF
ABC NBC Networks
Channel 10
wGEM-TV
QUINCY, ILLINOIS
JOSEPH BONANSINGA, GEN. MGR.

WGAR Cleveland, radio vice president; Carleton Dargusch Jr., Columbus, general counsel and secretary-treasurer. Named to the board were Robert Dunville, WLW Cincinnati; Vernon Nolte, WHIZ Zanesville; Tom Rogers, WCLT Newark; Hubbard Hood, WKRC Cincinnati; Jay Wagner, WLEC Sandusky, and Truman Morris, WJEH Gallipolis.

NARTB Bylaws Referendum

TWO proposed changes in the NARTB bylaws will be submitted to the membership April 14 for a referendum vote. They were cleared by the NARTB board at its January meeting. The first provides formal procedure for the Television Code Review Board and code procedure. The second corrects language designed to prevent one company from having more than one director on the NARTB board.

Kansans Re-elect Officers, Name Two New Directors

OFFICERS of Kansas Assn. of Radio Broadcasters were re-elected April 4 at a meeting held at the Baker Hotel, Hutchinson. Remaining in office are Ray Jensen, KSAL Salina, president; Fred Anger, WREN Topeka, vice president; Grover Cobb, KVGB Great Bend, secretary-treasurer. Two new board members were elected—Leon Salathiel, KSCB Liberal, and Robert Wells, KIUL Garden City.

The association decided to ask power companies to eliminate spurious emissions within service areas of broadcast stations as a means of avoiding interference with auto radios. It voted to set up a revolving fund to help defray expenses of networking Kansas U. sports events.

Inclusion of radio in legislation admitting the press to certain executive meetings was urged. The "right to work" bill of the Kansas State Chamber of Commerce was supported by the association as well as a federal bill (S2989) to amend the Taft-Hartley Act.

NARTB Dist. 12 Nominees

TWO broadcasters from NARTB District 12 (Kan., Okla.) have been nominated for a special run-off election to select a district director to serve on the association's board. The previous nomination had failed to produce two candidates. Nominated for the run-off were Archie J. Taylor, KANS Wichita, and Cy Casper, WBBZ Ponca City, Okla. The winner will succeed Jack Todd, KAKE Wichita. NARTB will mail ballots April 14, returnable April 30.

Fellows, Sweeney to Talk At NATRFD Clinic June 1

NARTB PRESIDENT Harold Fellows and BAB President Kevin Sweeney are among the speakers tentatively scheduled to address a national sales clinic of the National Assn. of Television & Radio Farm Directors in Chicago June 1.

Mr. Fellows is slated to speak at a luncheon session on a topic not yet announced, while Mr. Sweeney will discuss selling tools in relation to radio-tv farm directors. Some 1,500 advertiser and agency representatives have been invited to attend the one-day session, to be held at the Sheraton Hotel, according to Jack Jackson, NATRFD president and farm director of KCMO Kansas City, Mo. About 150 stations may be represented.

The clinic is the first of its kind to be projected on a national level and follows the pattern of meetings held regionally last year in Kansas City, Chicago and New York. The NATRFD will hold its regular annual spring-summer meeting in Omaha, June 3-4.

Other speakers listed on the agenda are Gerald Seeman, radio-tv director, Bert S. Gittins agency, Milwaukee; Lyle Webster, U. S. Dept. of Agriculture, and Phil Alampi, WABC New York. Mr. Jackson will lead a panel discussion on "How to Get the Most from Farm Radio and Tv," featuring advertiser, agency, station representative and NATRFD specialists.

Mal Hansen, WOW Omaha, heads the Sales Clinic Committee. An 11-man committee also has been set up to make plans for the June 1 meeting.

NBA Elects Officers

NEBRASKA Broadcasters Assn. elected a new slate of officers for the coming year at its annual meeting in Beatrice last week. Harry Burke, general manager, KFAB Omaha, was elected president, Max Young, general manager, KSID Sidney, vice president, and Gordon Pentz, general manager, KWBE Beatrice, secretary-treasurer.

MR. BURKE

Film Distributors Meet To Discuss Organization

REPRESENTATIVES of 10 large tv film distribution companies convened in New York last week to discuss the possibilities of establishing the first industry organization catering exclusively to the needs of tv film distributors. The meeting adjourned with a decision to hold another session in about two or three weeks.

The suggestion for the meeting was made by Ed Grossman, controller of Guild Films Co. Other tv film distributors represented at the conference were Hygo Television Films, Unity Television, Hollywood Tv Service, MCA-TV, Motion Pictures for Television, Sterling Television, Television Programs of America, United Television Programs and Ziv Tv.

Newsmen Should Cover H-Bomb Tests—Baillie

RADIO newsmen and newspapermen should be allowed to see and report H-bomb tests, Hugh Baillie, president of UP, told a convention of the Nevada State and California Press Assns. in Nevada.

Mr. Baillie made this recommendation at an April 3 meeting which discussed the subject of freedom of information. He described the tests as "the biggest story in the world today," and deplored barring of the press and radio from covering them at first hand. Noting that recent information had come exclusively from official spokesmen, Mr. Baillie declared:

"Their statements have revealed little that has not already been published. The news in their pronouncements has been their official confirmation of information most of which has been known publicly for some time. How much better to have had this immense story told for us by skilled, professional reporters."

talk about impact...

KOIN AM-FM

both Day and Night

KOIN has the TOP 10 in Portland Oregon

PULSE: November-December; January-February shows KOIN RADIO carried ALL 10 of the top daytime five-a-week programs. It also shows KOIN RADIO has ALL 10 of the top evening programs.

That sirs . . . is LISTENERSHIP!

But being top station in the Portland market isn't just an accident—not by a long shot. KOIN has been a vital part of this growing region for more than 25 years. It has been bringing listeners the finest in entertainment and information—the finest in programming and the finest in public service. That's why KOIN so *completely dominates* this rich market.

KOIN has the FRIENDSHIP and RESPECT of its listeners . . . and that means MORE SALES for advertisers.

You can use this audience and impact. KOIN has the largest staff of local artists of any station in the Pacific Northwest . . . KOIN'S own staff orchestra is available for your use. Top CBS programs and special events build enviable audiences for spot announcements. Write, wire or phone for availabilities and additional information.

KOIN AM FM RADIO

AVERY-KNODEL INC. — NATIONAL REPRESENTATIVES

SELL MORE IN THE
SOUTH'S
No. 1 State!

You Hook a BIG Market With—

DRUG SALES of $16,949,000* in WINSTON-SALEM'S WSJS 15-COUNTY MARKET

* Sales Management's 1953 Survey of Buying Power

The Current Pulse Report shows WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

MURROW GETS IMPRESSIVE SUPPORT IN McCARTHY FEUD

CBS, President Eisenhower and heavy public response bolster commentator's position as Senator delivers intensive attack against him on 'See It Now' program. Messages favor Mr. Murrow 3 to 1.

THE ATTACK made last Tuesday by Sen. Joseph R. McCarthy (R-Wis.) on CBS commentator Edward R. Murrow drew vigorous response on behalf of Mr. Murrow from his network, the American public and President Eisenhower.

To Sen. McCarthy's charge that "Murrow is a symbol, the leader and the cleverest of the jackal pack which is always found at the throat of anyone who dares to expose Communists and traitors," CBS responded by avowing its confidence in "the integrity and responsibility of Mr. Murrow as a broadcaster and as a loyal American."

The public responded by swamping the switchboards of CBS-TV stations throughout the land with a torrent of calls largely in favor of Mr. Murrow and by sending telegrams endorsing the Murrow position by a 3-to-1 ratio over that of Sen. McCarthy.

The President, when questioned during his Wednesday news conference, stated that he had known Mr. Murrow for many years and that he considered him as a friend.

Sen. McCarthy delivered his attack on Mr. Murrow on the commentator's own program, *See It Now* (CBS-TV, Tues., 10:30-11 p.m.), the time having been turned over to him by Mr. Murrow who had offered the Senator an opportunity to answer an analysis of Sen. McCarthy's career telecast on the March 9 *See It Now* [B•T, March 15].

Aluminum Co. of America, sponsor of *See It Now*, declined comment on the dispute. It was pointed out that the sponsor has nothing to say about the program content of this news commentary tv series and that the selection of subjects to present and the way in which they should be presented is left entirely to Mr. Murrow and his associates. Alcoa was not consulted, either about the indictment of Sen. McCarthy by Mr. Murrow on the March 9 telecast or about his offer to turn a subsequent period over to the Senator for his answer.

Fewer Letters or Wires

Telegrams and letters received directly by Alcoa after the Tuesday telecast were lower in number than after the March 9 program, a company spokesman said Thursday, fewer than 100 this week compared to thousands of pieces a month ago. At that time writers, two to one, indicated sentiments favoring Mr. Murrow over Sen. McCarthy; now the balance is about even.

The controversy has had no noticeable effect on sales, it was said. Alcoa salesmen report prospects who say they intend to become customers because of it and others who say just the opposite, but the volume of business indicates few if any of either the promises or the threats have been put into action.

It was reported that the McCarthy film was left in the custody of Ray Kiermas, an aide of the Senator. Contents of the film, it was said, were kept secret until a preview only two hours before the telecast. A CBS spokesman was quoted as saying the film was not actually turned over to the network until 10:16 p.m., 14 minutes before air time.

Also reported was that the preview of the film was witnessed by Mr. Kiermas, a CBS attorney and a third person, identified only as a neutral libel expert. The AP said this fulfilled a legal requirement that CBS examine matter which is to be telecast as a guard against objectionable matter. A few names and a brief statement reportedly were left out of the film before it was programmed. This action, it was said, was taken with full consent of Mr. Kiermas.

Although details were lacking, it had been reported before the Tuesday telecast that Sen. McCarthy said he would make the film, in a more complete form, available to any tv station that wished to telecast it.

A House Republican, Rep. Thomas Pelly (Wash.), dug into history to come up with this observation Thursday on the McCarthy-Murrow controversy:

"It reminds me of the attack on the Norwegian fortress of Kongsten by the Swedish fleet under Crown Prince Bernadotte. The Norwegians were not in the fortress and the Swedes used blank shells. There was lots of noise and a spectacular show but nobody was killed on either side."

The Senator's answer to Mr. Murrow was presented in a 25-minute film, made the preceding weekend in the Fox Movietone News Studio in New York. Cost of the film was reported to be in the neighborhood of $7,500, a

CBS Statement

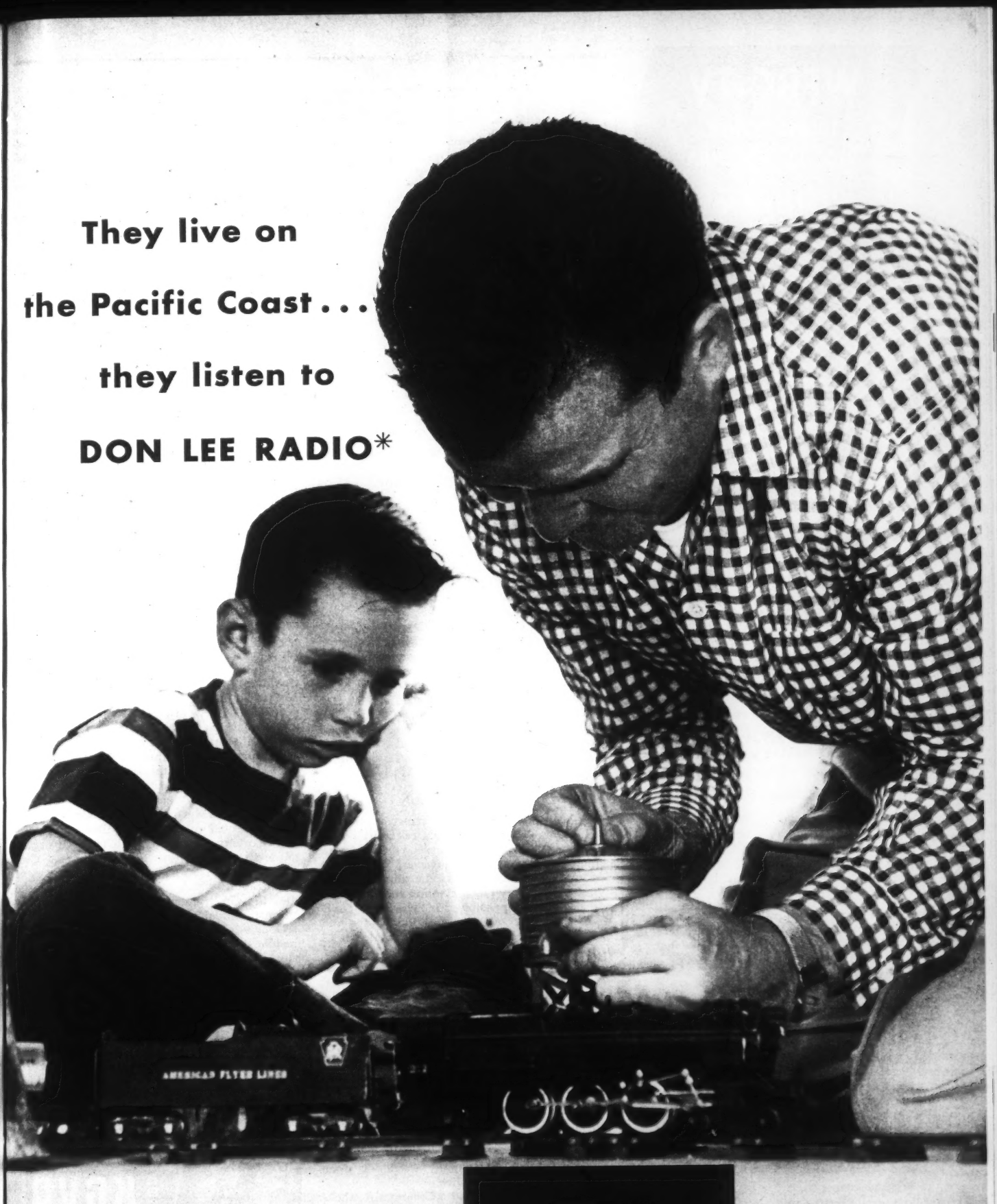
CBS issued the following statement after Sen. McCarthy's attack on Mr. Murrow:

"Edward R. Murrow has been associated with the Columbia Broadcasting System for over 19 years. The management of CBS has had ample opportunity during this time to become fully aware of Mr. Murrow's passionate devotion to his country and to the fundamental principles upon which it is built. It also knows of his equally passionate opposition to those who, either within or outside our boundaries, would subvert those principles.

"Mr. Murrow's achievements during the past 19 years have brought honors and distinction to CBS. They have won for him acclaim in tangible form from high officials in the United States Government and from the leaders in the fields of industry, law, science, education, and the arts. And, of special significance, acclaim has come to him from those well equipped to judge him: from leading members of the free American press, radio and television.

"Mr. Murrow has won over 50 awards which attest to his integrity and accuracy as a broadcaster. Among them are the Peabody award, which he has won four times, the Alfred I. duPont award, which he has won twice, and the Overseas Press Club award, which he has won six times. There is no major broadcasting award covering the presentation of the news or news subjects which has not been won by Mr. Murrow at least once.

"CBS subscribes fully to the integrity and responsibility of Mr. Murrow as a broadcaster and as a loyal American."



***Don Lee *IS* Pacific Coast Radio**

Gear to *local* impact in *local* markets . . . buy the 45 *local* stations of *the nation's greatest regional network.*

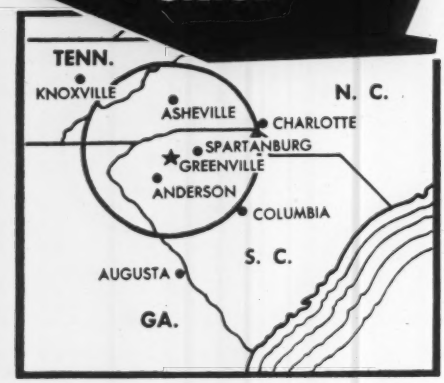
Mutual
DON LEE
RADIO

Don Lee Broadcasting System, Hollywood 28, California, represented nationally by H-R Representatives, Inc.

WFBC-TV

100KW POWER
2204 FT. ANTENNA

"Giant of Southern Skies"



. . . boasting more people and larger income within 100 miles radius than Atlanta, Jacksonville, Miami, or New Orleans, WFBC-TV is truly the "Giant of Southern Skies," and a powerful new advertising medium in the Southeast.

HERE'S THE WFBC-TV MARKET
(Within 100 miles radius)

Population	**2,924,625 People**
Income	**$3,174,536,000**
Sales	**$2,112,629,000**
Television Homes	**232,820***

Market Data from Sales Management
*TV Homes: Figures from CBS Tel. Res. Dept., compiled by A. C. Nielsen Co. as of Nov. 1, 1953—60 days before WFBC-TV began operations.

Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

No Commercials

THE SENATE subcommittee conducting the McCarthy-Army investigation will permit radio-tv coverage of its hearing slated to begin April 22. Sen. Karl E. Mundt (R-S.D.) said last week. Sen. Mundt is acting chairman of the Senate Investigations Subcommittee for the probe. Sen. Mundt also announced the subcommittee would prohibit commercial sponsorship of the broadcasts.

figure a Fox Movietone spokesman refused to confirm, telling B•T that until the overtime and other special charges had been calculated he would not even hazard a guess as to the amount. Asked who was paying for the film, he said the bill would be sent to Sen. McCarthy. There had been some speculation that perhaps the offer of time might be construed to cover the cost of the film, but a spokesman for CBS-TV said the network had not been approached on this.

Commenting on the March 9 telecast, Sen. McCarthy stated: "Now Mr. Murrow said on his program 'the actions of the junior Senator from Wisconsin have given considerable comfort to the enemy.' That is the language of our statute of treason, rather strong language. If I am giving comfort to our enemies I ought not be in the Senate. If, on the other hand, Mr. Murrow is giving comfort to our enemies he ought not to be brought into the homes of millions of Americans by CBS."

Quoting a report of the National Conference of the Communist Party of the USA urging members to support the "struggle against McCarthyism," Sen. McCarthy asked, "Does that sound somewhat like the program of Edward R. Murrow on March 9, over this station?" He also cited issues of the *Daily Worker* that (March 9) attacked him but listed the Murrow program as one of "tonight's best bets" and (March 17) published an article by William Z. Foster, Communist Party head, praising Mr. Murrow.

Point-by-Point Reply

Mr. Murrow made no attempt to reply to the Senator during Tuesday's telecast, but in his sign-off period he reserved the right to comment subsequently. However, he released a point-by-point answer to the charges made by Sen. McCarthy. Commenting that he could not be held responsible for what the *Daily Worker* or any other publication said about him, he quoted the Foster article of March 17 as follows: "During the past 10 days Sen. McCarthy has received a number of resounding belts in the jaw. These came from Adlai Stevenson, E. R. Murrow, Sen. Flanders, the Army leadership, broadcasting companies. Even Eisenhower himself had to give McCarthy a slap on the wrist." This, Mr. Murrow stated, "is the sole reference to me."

A major charge made by Sen. McCarthy during the program was that "Mr. Murrow, as far back as 20 years ago, was engaged in propaganda for Communist causes. For example, the Institute of International Education of which he was the acting director was chosen to act as a representative by a Soviet agency to do a job which normally would be done by the Russian secret police.

"Mr. Murrow sponsored a Communist school in Moscow. In the selection of American students and teachers who were to attend, Mr. Murrow's organization acted for the Russian espionage and propaganda organization known as VOKS. Many of those selected were later exposed as Communists."

Terming this attack as "false," Mr. Murrow stated: "The facts are these: The Institute of International Education is an institution which was founded in 1919 largely through the efforts of Nicolas Murray Butler, then president of Columbia U. Its purpose was to improve American relations with foreign countries through exchanges of students and educational facilities. I served as assistant director from 1932 to 1935 and have been one of its trustees since 1931. It is an association I am proud of and one in which I have had many distinguished associates—John Foster Dulles, Milton Eisenhower, Ralph J. Bunche, Virginia Gildersleeve, Philip Reed, to name just a few."

In 1934, Mr. Murrow reported, IIE acted as American sponsor for an Anglo-American institute summer session for English and American students as it did students at Moscow U. As it did for summer schools in other foreign countries. Mr. Murrow was one of a 24-member council set up to advise the director of the American group, he said. "All of the members of the Advisory Council were selected by the Institute. None was selected by VOKS or any other Soviet agency. . . . The only contact which VOKS had with the American group was in connection with procuring living and travel facilities for the group while it was in Russia. . . . VOKS was the Soviet bureau in charge of such matters for foreign visitors."

'Favored in Same Attack'

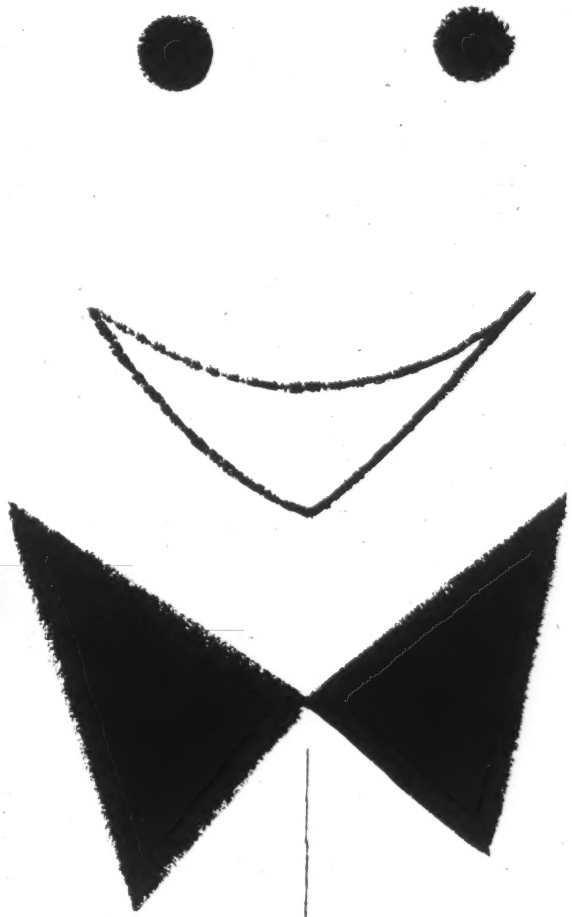
After the 1934 session, Mr. Murrow said, "the Soviets refused to have anything more to do with the Institute of International Education." After World War II, when the U. S. Government asked the Institute to arrange for American students to go to Russia, "it was met with a Soviet blast, appearing in several Communist publications in Europe, calling it and its program 'the centre of international propaganda for American reaction' and charging, among its trustees, John Foster Dulles as 'one of the most violent of the war mongers'." Mr. Murrow added that he "was favored in the same attack with the tag, 'reactionary radio commentator'."

Sen. McCarthy also during the telecast charged "Mr. Murrow by his own admission was a member of the IWW—that's the Industrial Workers of the World, a terrorist organization cited as subversive by an Attorney General of the U. S. who stated that it was an organization which seeks—and I quote—'to alter the Government of the United States by unconstitutional means.'"

Denying ever belonging to, applying for membership in or working with IWW, Mr. Murrow said he assumed "that this false charge

Bank Debits up 364%
1940
1953
strong programming, local and CBS, sells this rich, stable, eager market.
serving Western Montana

CBS KGVO
1290—5 KV. Day & Nite
MISSOULA, MONT.
Reps. GILL-PERNA; NY, LA, SF and CHI.



IN NORTHEASTERN PENNSYLVANIA

There are more

BOW TIES

per family in Lackawanna County than in any other county in America!

...And, not only does WGBI-TV reach Lackawanna County (Scranton's home), which has 57% UHF set saturation, but also Luzerne County (Wilkes-Barre's home), which ranks 5th—with 42%—in the number of UHF sets in the country. These two counties together represent a retail buying market of $594,343,000—a huge market wrapped in one neat package by WGBI-TV.

To be specific, your FIRST buy is WGBI-TV, Channel 22, Scranton. That's because WGBI-TV offers the best from CBS PLUS the right combination of locally appealing live and film shows—a proven combination that, in radio, ranked them the highest rated station in the entire CBS radio network with an assured dominance of the Scranton—Wilkes-Barre—Hazleton area.

And the same will soon be true in TV, too, as indicated by the set saturation figures in WGBI-TV's home county. WGBI-TV's high, strategically placed tower, plus stronger power on low bank UHF Channel 22 covers the widest possible area—more than 150,000 UHF sets.

Check WGBI-TV or your nearest Blair-TV salesman today. Use this remarkable "bow-tie" station for the best results in the Scranton—Wilkes-Barre—Hazleton area.

WGBI-TV

CHANNEL 22 SCRANTON, PA.

REPRESENTED BY BLAIR TV INC.

was manufactured by Sen. McCarthy from the fact that in summers during college and during one year before college in the mid-twenties, I worked in lumber camps in the Pacific Northwest, where remnants of the old World War I IWW movement were still found among the lumber workers."

Sen. McCarthy also pointed out that Owen Lattimore, "now under criminal indictment for perjury with respect to testimony in regard to his Communist activities," said in his book *Ordeal By Slander*, "I owe a very special debt to men I have never met. I must mention at least Edward R. Murrow."

The Lattimore book, Mr. Murrow said, praised reporters he knew who operated on the principle that he was innocent unless proved guilty and expressed appreciation to others, like Murrow, whom he has never met.

"Within the limits of human fallibility," Mr. Murrow said, "I have attempted when reporting controversies of substance involving an individual to present both sides of the case and not presume guilt until it has been proven. I shall continue to do that in subsequent controversies and that specifically includes the case of Sen. McCarthy."

Sen. McCarthy said that another book, *Reflections on the Revolution of Our Times*, was dedicated by its author, Harold Laski, whom the Senator called "admittedly the greatest Communist propagandist of our time in England," to "my friends E. R. Murrow and Lanham Tichnor with affection."

Admitting his friendship for Prof. Laski, whom he described as "a British scholar and Socialist politican," Mr. Murrow said that he (Murrow) is not a Socialist and "there are many contentions in his book with which I do not agree."

To explain "why the educational director and the vice president of CBS so closely follows the Communist Party line," Sen. McCarthy reviewed the history of communism and its program of world conquest through propagandists working within other countries, including the U. S.

"If there were no Communists in our government," the Senator asked, "why did we delay for 18 months our research on the hydrogen bomb, even though our intelligence agencies were reporting day after day that the Russians were feverishly pushing their developments of the H-bomb? May I say to America tonight that our nation may well die because of the 18 months deliberate delay and ask you who caused it? Was it loyal Americans or traitors in our Government?"

This statement brought a comment from Rep. W. Sterling Cole (R-N.Y.), chairman of the Joint Atomic Energy Committee, that the only delay had been from September 1949 to January 1950 while the need of developing the hydrogen bomb was debated. President Eisenhower said he had never heard of any such delay as that mentioned by Sen. McCarthy.

Asked about his relationship with Mr. Murrow, the President said that he had known him for many years and that over the years in the war when he was working in London he had always thought of him as a friend.

Telephone calls, which swamped CBS-TV stations following the McCarthy telecast, were tabulated at the network's stations in New York, Chicago, Los Angeles and Philadelphia. Scoreboard, as of 5 p.m. Thursday, showed: In New York, 5,749 calls favoring Mr. Murrow, 3,918 favoring Sen. McCarthy; in Chicago, 1,621 for Murrow, 288 for McCarthy; in Los Angeles, 3,391 for Murrow, 558 for McCarthy; in Philadelphia, 458 for Murrow, 175 for McCarthy.

Wires tabulated at CBS New York headquarters up to Thursday evening totaled 2,026 for Murrow, 657 for McCarthy. Letters, just beginning to come in, stood at 1,038 for Murrow, 95 for McCarthy.

Murrow at West Point

EDWARD R. MURROW was named last week to deliver a lecture on national security at the U. S. Military Academy at West Point on Sunday, April 25. He is one of four lecturers in a series on "National Security of the U. S.," first of whom was Bernard M. Baruch. Others are Chester Bowles, former U. S. Ambassador to India, who was slated to speak yesterday (Sunday), and General Lucius Clay, who is booked for the April 24 lecture. The series is sponsored by the Cadet Forum and Lecture Committee of the Academy.

NBC-TV Names Salomon To Head Documentary

SIGNING of Henry Salomon Jr., originator, writer and producer of NBC-TV's *Victory at Sea* series, to a contract as chief of NBC-TV's newly created documentary unit was announced last week by Sylvester L. (Pat) Weaver Jr., NBC president.

MR. SALOMON

In his new post, Mr. Salomon will be responsible for the production of filmed and live actuality programs for NBC-TV. He will report to Davidson Taylor, director of public affairs.

The new unit already has taken over production of NBC-TV's filmed series of conversations with distinguished persons, or so-called *Wisdom Series*. It has produced one program of the series and will produce 10 more by the end of the year, including at least one in color. A second project under Mr. Salomon's supervision is a series of four, hour-long documentary programs which will dramatize and attempt to clarify major trends and issues, both national and international.

Working with Mr. Salomon will be several persons associated with him in the production of *Victory at Sea*, including Isaac I. Kleinerman, editor-in-chief of the documentary unit; Donald B. Hyatt, assistant to Mr. Salomon and business manager, and Richard F. Hanser, the unit's head writer.

'T or C' Replaces Allen

TELEVISION version of *Truth or Consequences* radio program will replace Fred Allen's *Judge for Yourself*, on NBC-TV (Tues., 10-10:30 p.m.) effective May 18. The new series also will be sponsored by P. Lorillard Co. through its agency, Lennen & Newell, New York.

in the evening by the sunlight*

Here's evenin' time in Miami for your minute spots, Son! . . . 6:15-6:45—when the family's chompin' on the evenin' meal. Good dinner music keeps 'em listenin' — tunes 'em up to tomorrow's buys! Ask your Hollingbery Man for details.

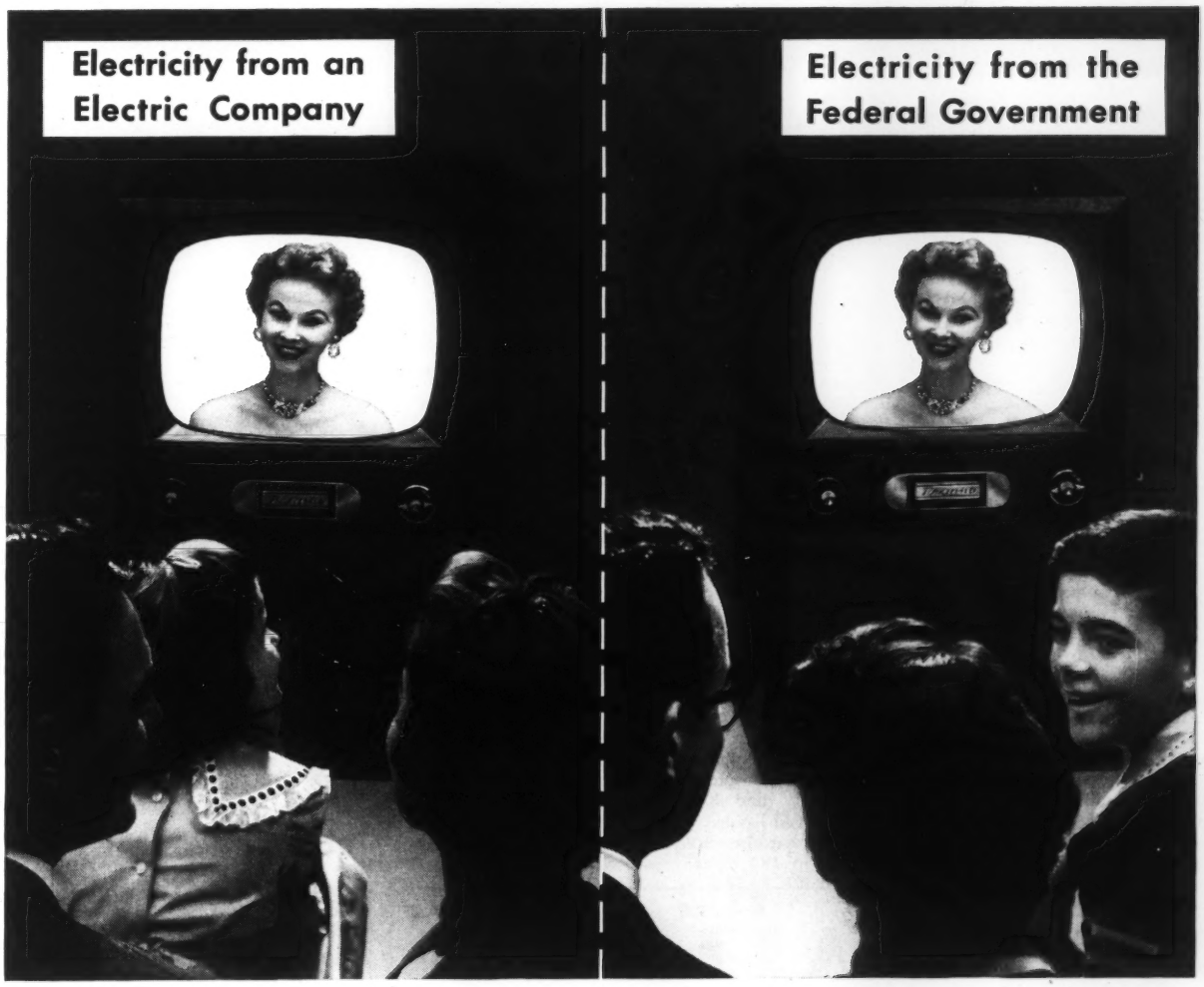
*Sun sets 6:40-6:50 PM during April in Miami, Florida

Established January 18, 1926

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC Affiliate

National Rep., George P. Hollingbery Co.



Two kinds of electricity

WHICH DO YOU GET?

Four out of five people get electricity from the more than 800 business-managed electric light and power companies. These companies have *tripled* their supply of electricity in 15 years. And they have cut the average family price per kilowatt-hour by one-fourth.

The other kind of electricity is produced by the federal government and distributed to several million families and businesses.

The differences between the two are important. They affect *you*, your pocketbook and your future. Here they are:

COMPANY ELECTRICITY

1. Its prices are strictly regulated by people representing you.
2. It is available to everyone—without discrimination.
3. It comes from plants paid for by thousands of owners.
4. It plays an important part in the free enterprise system of a free and strong America.

GOVERNMENT ELECTRICITY

1. Its prices are exempt from normal regulation.
2. Certain favored groups have first call on it.
3. Its plants take tax money badly needed for other purposes.
4. It puts the federal government in business—it points to a government power monopoly—and socialism.

When *you* hear talk of a new government power project, ask these two questions: Is it really necessary? Is it a job that can be done without tax money by *America's business-managed Electric Light and Power Companies*?*

"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine

NBC-TV Is Building Coast Color Studio

NBC-TV this week starts construction of its first West Coast color studio as a unit of the present NBC Television Center in Burbank. It will represent an investment of more than $3 million when completed and fully equipped.

To be identified as Studio 2, it will be erected adjacent to the present two stage buildings and connected to them by a service corridor, with the first color program scheduled to originate from the new structure in early January 1955, according to John K. West, vice president in charge of the network's western division.

Similar in design to the present NBC Television Center studios, the new tv stage, first to be built exclusively for colorcasting, will be 90 by 140 feet in area and 50 feet high. In addition to the studio proper, there will be an adjoining dressing room section and a technical building. The dressing room section, south of the studio property, will contain 16 dressing rooms and four chorus rooms on two levels.

The technical building, north of the studio, will have three rehearsal rooms and a storage room for equipment on the first floor. The projection room, video control and central control will be located on the second floor.

Construction will be geared to further expansion, with many of the facilities arranged to service other studios, to be built at a later date it was said. The Austin Co., Los Angeles, which erected the original NBC Television Center, will build the new unit, with Gordon Strang of the network's New York engineering staff, assigned as construction superintendent to cooperate on the technical phases of the project.

Keeping pace, CBS-TV has started converting Studio 43 at its Los Angeles Television City to handle color gear, with the entire investment, including remodeling and equipment, to cost around $1 million. Testing is scheduled to start in June with regular programming to originate from that studio in early fall.

HONOLULU Chamber of Commerce hears a talk, "Where Do We Go From Here in Radio and Tv," by Sylvester L. (Pat) Weaver, NBC president, during Mr. Weaver's visit to Hawaii. Mr. Weaver also toured facilities of KGU's new All Islands Network, NBC affiliate.

Four Outlets Join AT&T

AT&T Long Lines Dept. has announced that WJHL-TV Johnson City, Tenn., and WAIM-TV Anderson, S. C., have been linked with AT&T intercity tv network facilities. KOOL-TV and KOY-TV, both Phoenix, also have been added to the Bell System. Tv network program service is available to 291 stations in 184 cities.

Networks Reported Ready For Daylight Time April 25

RADIO and television networks last week were described as all set for the April 25 advent of Daylight Saving Time, which will last through Sept. 25.

In Daylight Time areas, network radio broadcasts will continue to be aired at the same local time they are heard throughout the year. In localities that do not observe Daylight Saving Time, programs will be tape-recorded and played back one hour later in their respective time zones.

On television, program schedules of stations in Daylight Time areas generally will remain unchanged.

CBS Shifts Traffic, Sound

TRANSFER of traffic and sound effects department from CBS Radio to CBS-TV has been announced. Both departments will continue to serve the same CBS divisions as in the past. Hugh A. Cowan will continue as traffic manager, reporting to Henry Grossman, director of television operations. Lloyd Morse and Al Binnie will serve as engineer-in-charge and assistant supervisor of sound effects, respectively, reporting to R. G. Thompson, director of television technical operations. Both departments will retain their present locations in New York, with traffic at 485 Madison Ave., and sound effects at 55 E. 52d St.

NBC-TV TO EVICT 3 MORE SPONSORS

NBC-TV wants a time slot cleared for another show, the network indicates in terminating renewal options of Firestone, Block Drug and Speidel Corp. after earlier notice to U. S. Tobacco [B•T, Feb. 15].

NBC-TV has served notice time franchises are a thing of the past—that commercial as well as sustaining programs must fit into the network's overall pattern.

On the heels of its refusal to renew U. S. Tobacco Co.'s contract for *Martin Kane* in the Thursday 10-10:30 p.m. period for next fall [B•T, Feb. 15], the network now has told three other tv advertisers that they must clear out of the Monday 8-9 p.m. hour, also effective in the fall.

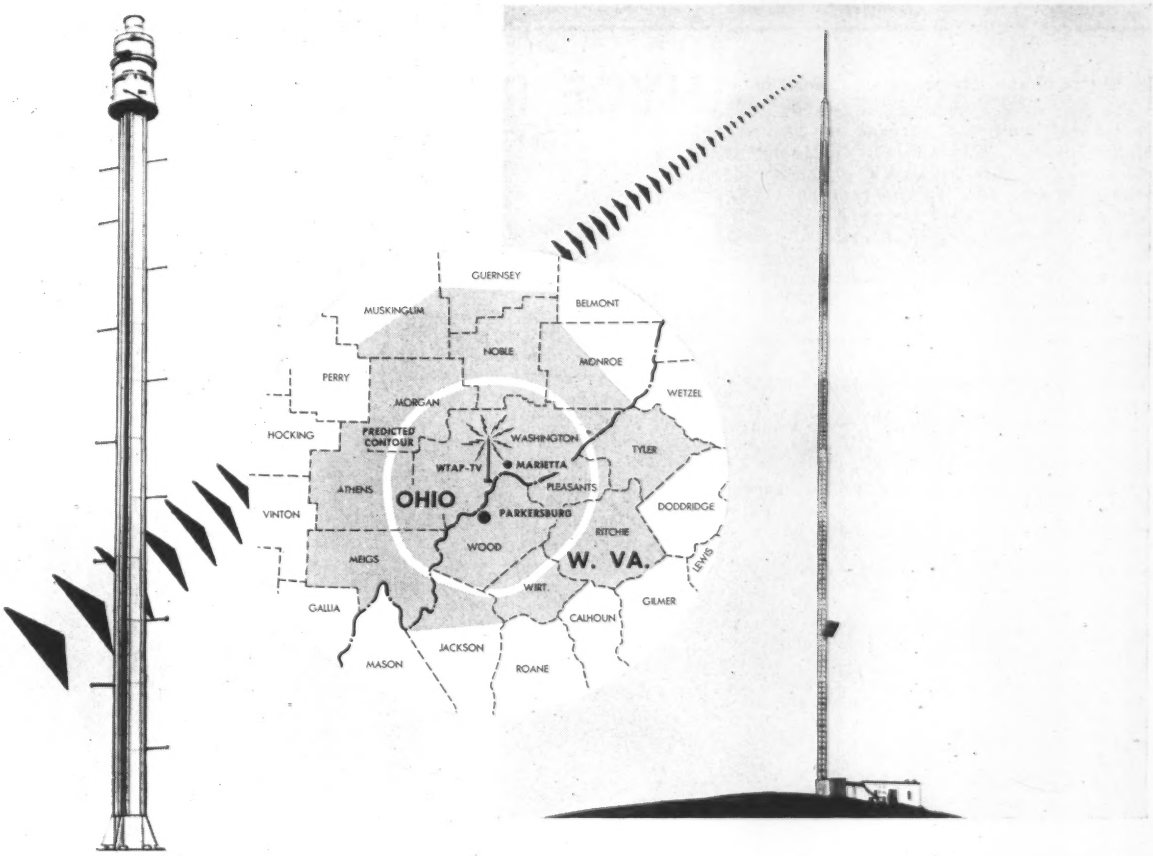
One of the sponsors thus about to be evicted from its tv time spot is one of NBC's oldest—Firestone Tire & Rubber Co., whose *Voice of Firestone* started on NBC Radio in December 1928 and in March 1948 became the first commercial simulcast series (Mon., 8:30-9 p.m.).

The others, also veteran users of NBC time, are Block Drug Co. and Speidel Corp., who alternate sponsorship of *Name That Tune* in the Monday 8-8:30 p.m. segment.

Purpose of the intended evictions is to permit NBC-TV to launch its new Sid Caesar show this fall in the Monday 8-9:30 p.m. period. The Sid Caesar show would be presented three Mondays a month and one of the network's projected "Spectaculars" would be staged at that time on the fourth. RCA Victor's sponsorship of the *Dennis Day Show* Mondays at

PLAY BALL WITH GATES REMOTES

GATES RADIO COMPANY — Quincy, Illinois, U. S. A.
In stock at: Atlanta, Houston, Los Angeles and Quincy.
Offices: New York and Washington, D. C.



WTAP-TV REPORTS... *"tremendously increased coverage" with new, high-gain* GABRIEL* UHF ANTENNA

A BIGGER MARKET AT LOWER COST!
WTAP-TV doubled its greatest market expectations with Gabriel UHF Antenna! The predicted market mapped out in its construction application by WTAP-TV engineers covered the 40-50 mile area shown inside the white circle. The doubled market actually covered now with the new Gabriel UHF Antenna is shown in gray — with more than 265,300 population.

* *Formerly Workshop Associates*

Says Theodore A. Eiland, President, WTAP-TV —

"THE GABRIEL ANTENNA must receive a large share of the credit"

"I am delighted to report that our Gabriel Channel 15 antenna is delivering tremendously increased coverage over what we had anticipated. Much to our surprise we began receiving letters informing us of strong reception in communities 45 to 50 miles distant.

We have discovered also that there is an absence of major shadowed areas within our coverage contours. If you are familiar with the section of West Virginia and Ohio we serve, you will realize what an accomplishment this is!

Obviously we obtain one of the finest UHF coverage performances in this part of the country, and the Gabriel Antenna must receive a large share of the credit."

Cordially,

T. A. Eiland

WTAP-(TV)

HOW GABRIEL GIVES WTAP-TV GREATER COVERAGE

Delivers 19,500 watts ERP, with 1 KW transmitter.

Null Fill-in built in electrically, eliminates circular regions of low field strength.

Reliable — Design integrates radiating and structural members, no external projections to build ice formations.

Economical — Unique electro-mechanical design gives these performance advantages at relatively low cost.

STATION ENGINEERS... CONSULTANTS

Write for 20-Page Report "Design Characteristics and Performance Measurements of Gabriel UHF Antenna". Ask for Report T-44, on your letterhead, please.

GABRIEL ELECTRONICS DIVISION

Formerly Workshop Associates Division
THE GABRIEL COMPANY
200 Endicott St., Norwood, Mass.

9-9:30 p.m presumably presents no problem.

The advertisers involved are openly displeased and hopeful of reversing the decision. Officials of NBC said notice of non-renewal had not yet been served on the advertisers in writing, as was done in the case of U. S. Tobacco's *Martin Kane,* but that network authorities had made their intentions "pretty clear" in discussions that still are in progress with representatives of the three advertisers and their agencies.

The network has offered Speidel (through Sullivan, Stauffer, Colwell & Bayles) and Block Drug (through Cecil & Presbrey) several other time periods or a chance at one-third sponsorship of the Sid Caesar show. The companies rejected an offer of the 10:30-11 p.m. Wednesday period because of station clearance problems, it was understood.

Both Block and Speidel are holding discussions with other networks in their quest for a spot for *Name That Tune,* and also are considering the offer to participate in the Caesar program. No decision is expected for another month.

Firestone also was reported to be still in discussions with NBC. Its agency is Sweeney & James, Cleveland.

There was speculation, shortly after the eviction notice to U. S. Tobacco on Thursday 10-10:30 p.m. time, that the advertiser and its agency, Kudner, might take the case to court in an effort to repossess the period, but there have been no open developments along that line, although the advertiser and agency notified NBC some time ago that they were turning the matter over to their attorneys [CLOSED CIRCUIT, March 8].

NBC refused to renew for *Martin Kane* in order to make way for the hour-long *Lux Video Theatre* when it switches from CBS-TV to NBC this fall.

HYDE REVIEWS FCC RECORD; STREIBERT SPEAKS AT IERT

OSU's 24th Institute for Education by Radio-Television features talks by government communications officials, commercial broadcasters and educators. FCC's Hyde and Goldin, USIA's Streibert speak.

EDUCATORS attending Ohio State U.'s 24th annual Institute for Education by Radio-Television in Columbus last week had hope for the eventual success of uhf held out to them by FCC's chief economist on Wednesday and were saluted by the FCC Chairman on Thursday.

Economist Hyman Goldin at the IERT's opening session reviewed a long list of "uhf woes" but observed, "The rumors of uhf's death are greatly exaggerated." The ultra high frequencies will be utilized and developed, he intimated, because "this country is too big and too diverse in its interests to be satisfied with a total of vhf stations. The fact is that many substantial communities must look to uhf for their only local station and many others need uhf to obtain an adequate number of program choices."

The brighter side of the uhf picture has frequently been overlooked, he said, and cited the fact that 125 uhf stations now are on the air and that of the 51 drop-outs, only seven were stations in operation, the rest being merely paper grants.

Mr. Goldin described FCC's two current proposals to aid uhf by (1) establishing a higher minimum transmitter power for new uhf stations and (2) permit multiple station owners to acquire two uhf stations in addition to the present maximum of five tv stations.

He offered no easy row to hoe but affirmed "a basic optimism" that in the long run, with imaginative programming, educational uhf stations can build up a substantial audience. The going will be slow and difficult but progress should be continual, he said.

FCC Chairman Rosel Hyde, in a speech Thursday before a luncheon meeting of the National Assn. of Educational Broadcasters, observed that, since his term as FCC Chairman expires April 18, that the luncheon might or might not be his last chance to sum up his year with the Commission with a review of the FCC's accomplishments.

CHMN. HYDE

He hailed FCC's Sixth Report of April 1952 as "a notable decision" and said it ushered in a period of accomplishment for the FCC. He cited the 1,789 tv applications with which FCC has had to deal since lifting of the freeze, and said FCC took two years to do the job many industry experts had predicted would take from three to five years.

He said educational broadcasters sometimes were referred to as "visionaries" but punned that "vision is a necessary part of television. We must have it or the people perish." The fact that three noncommercial educational stations now are on the air and six will be on by the end of April, was hailed by Chairman Hyde as "a tremendous accomplishment." Educational broadcasters, he said, are "the salt of the broadcast earth."

Educational Reservations

Mr. Hyde re-affirmed FCC's original reservation of 242 channels for educators as "a real policy, not a procedural policy," and observed the reservation figure now is 250 stations, eight more than the original figure.

"No FCC rule," he warned, can make a grant permanent. "But it can stand as long as there is tangible interest in its implementation."

At the conclusion of his speech, Mr. Hyde was made an honorary life member of the National Assn. of Educational Broadcasters. NAEB President Graydon Ausmus made the presentation. The only other similar membership ever awarded is held by former FCC Chairman Paul A. Walker.

At Thursday evening's general session, Theodore C. Streibert, U. S. Information Agency director, noted that television will be a "powerful and near-perfect medium of controlled thought" for use by the Soviet Union. "No outside telecast will be able to get its signal in to compete with the picture as the Soviets portray it. Thus it has put in the hands of the Soviet another method of keeping its people in subjugation."

The overseas information program is not a "Love America" campaign, he said, but is in business to supply information to people who will then be able to make up their minds on the basis of facts.

Mr. Streibert estimated that the Soviets spend more "to destroy our signal than we spend on

St. Petersburg (Florida) TV & AM Station

AVAILABLE FOR BIDS

Bids will be received by the city manager of St. Petersburg, Florida, for the lease of Radio Station WSUN and Television Station WSUN-TV now owned and operated by the city of St. Petersburg.

WSUN-TV operates on UHF channel 28 while WSUN has 5000 watts on 620 kc. WSUN-TV is the only TV station on the west coast of Florida at the present time.

The period of the lease is a minimum of 20 years . . . a maximum of 43 years. Additional information concerning the financial picture of the Radio and TV stations can be obtained from Ross E. Windom, City Manager of St. Petersburg, Florida.

WHO GETS THE LION'S SHARE?

In 1953 the Union Oil Company of California did a $325,103,000 business. That's big money. Who gets the lion's share of it?

The employees?

In wages and other benefits, 9,263 Union Oil employees earned $55,564,000. The average per employee: $5,998.

The tax collector?

He did all right, too. Federal and other taxes took $21,821,000.

(This does not include $55,239,000 additional in fuel taxes which we collected for the government.)

The stockholders?

No, the stockholders did *not* get the lion's share.

They were paid $11,690,000 for the use of their money, plus a dividend of one share of common stock for each ten shares of common held. This profit was divided among more than 40,000 people.

Well, who did get the lion's share?

After we replenished working capital by $20,088,000 (over and above the $55,564,000 paid employees, the $21,821,000 that went to the tax collector and the $11,690,000 to stockholders), the lion's share—or $215,940,000—was divided among more than ten thousand companies and individuals we do business with.

Some went for services. Some for materials. Some for wages.

But all of the lion's share of Union Oil's 1953 gross income was reinvested in the American economy. Maybe it helped make *your* job a better one.

UNION OIL 76 COMPANY
OF CALIFORNIA

Buy American and protect your standard of living.

our [VOA] entire world-wide broadcasting system."

He said the overseas broadcast schedule will be increased by two extra hours a day to the Orient during the Geneva Conference "to make sure our side of the story will be heard" in an area where there are more than 11 million radio sets.

Television has been developed by the agency over the past two years and it has been concentrating on acquiring domestic kinescopes and films to service 18 stations in 15 countries abroad, he said. About 1,500 prints and 200 documentary and cultural programs have been distributed by the Voice of America in the last two years, Mr. Streibert added.

He underlined the importance of cultural radio and tv programs, since all too many of the world's peoples are ready to accept and even overrate our industrial genius but underrate U. S. cultural achievements. He expressed gratification at the work of NAEB, which is "in a position to make clear that international communication must be understood as a mutually civilizing process at the highest cultural level."

Mr. Streibert called on the NAEB to assist the agency in coordinating various individual efforts in cultural programming. "If they could be pulled together by some national organization, their effectiveness could be increased many fold," he said.

William C. Hodapp, executive director of Teleprograms Inc., New York, and producer of *American Inventory* on NBC-TV, at a Wednesday luncheon meeting of Assn. for Education by Radio-Television, urged educators and broadcasters to "broaden their thinking about use of tv as a teaching medium."

Satisfy Community Needs

He said the educator should determine the educational level of his community and its educational needs and interests, then set about providing "those subjects which can be presented with the maxium amount of showmanship and good teaching methods."

Freddie Bartholomew, staff director of WPIX (TV) New York, in a talk to a special AERT session Wednesday, stressed the importance of showmanship in educational telecasting.

At a Thursday clinic for educational radio stations, Frank E. Schooley, manager of WILL Urbana, U. of Illinois outlet, said educators should give some thought to proper promotion of their programs.

William G. T. Hyer, Chicago, tv producer for ABC and DuMont networks, told a special interest session of music in television Friday that the faces and manners of the conductors of symphony orchestras are highly effective on television.

Dr. Ray L. Birdwhistell, coordinator of the U. of Louisville (Ky.) Interdisciplinary Committee on Culture and Communications, told a Friday session on "Communications Theory and Educational Television" that radio and tv are helping defeat illiteracy.

Dr. Raymond D. Hurlbert, president of Alabama's State Educational Tv Commission, in a talk to a special session Friday on financing tv, said educational tv should be accepted as an extended function of public education supported by public funds. He said Alabama hopes to put the first educational tv network into operation in September, and told of the state's appropriation of a half-million dollars to inaugurate the system.

Pauline Frederick, NBC commentator, shared the speakers' rostrum with NARTB President Harold E. Fellows at IERT's annual dinner Friday evening. Miss Frederick, whose daily *Pauline Frederick Reporting* on NBC Radio earned her a duPont award for 1953 [B•T, March 29], spoke on "Radio and Television in a Woman's World."

Carl E. George, general manager of WGAR Cleveland, was a speaker along with the FCC's Mr. Goldin at IERT's opening session. He spoke on "What Future for Radio."

Five top national educational tv programs were to be demonstrated yesterday (Sunday) morning in a two-hour telecast, with four telecast live on WBNS-TV Columbus and the fifth televised by the station from a feed by WCBS-TV New York.

The WCBS-TV program was *On the Carousel.* The others: *The Adventures of Danny Dee,* an Irwin N. Rosee production by WABD (TV) New York; *Teens and Twenties,* produced by WBNS-TV in cooperation with Franklin County high schools; *Curtain Going Up,* a theatre-arts review produced by WKAR-TV East Lansing, Michigan State College outlet, and *Here's How!* a "how-to-do-it" show produced by Philadelphia's Board of Education.

Speaking in connection with the demonstration were Otto Schlaak, tv coordinator in Ohio State's Bureau of Educational Research; Mrs. Ralph McCanse, project chairman for American Council for Better Broadcasts, which cooperated in arranging the demonstrations; Richard Pack, WNBT (TV) New York program director, and Garnet R. Garrison, radio tv director, U. of Michigan.

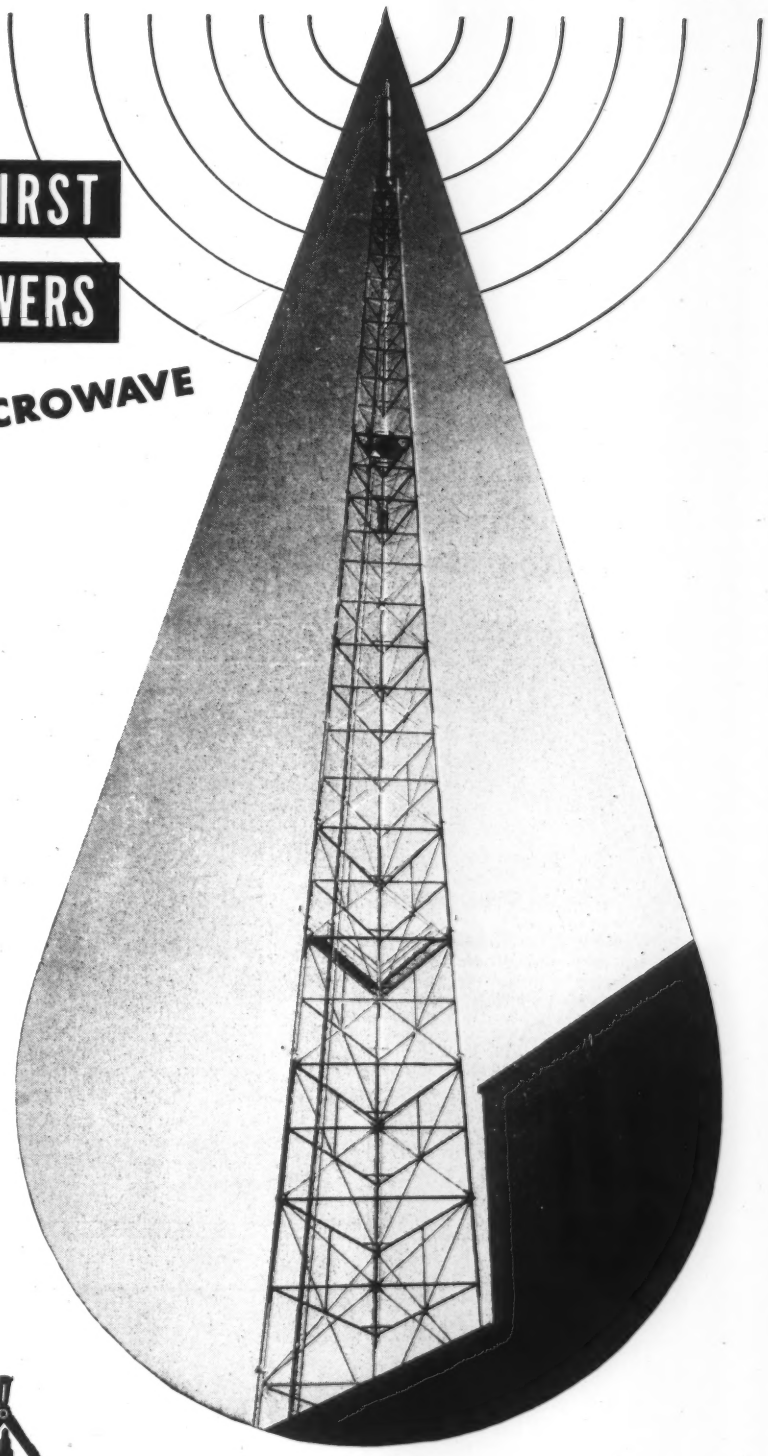
Fellows Urges Educators, Broadcasters to Cooperate

BROADCASTERS and educators "have a job to do together" and should unite as representatives of dynamic media "potentially able to introduce some hope of intelligent action into a world that's becoming victim of its own rumors," NARTB President Harold E. Fellows said Friday in an address to the Ohio State U. Institute for Education by Radio-Tv, at Columbus, Ohio.

Outlining the efforts of broadcasters to improve their service, Mr. Fellows listed such steps as the radio and tv code and added that, like the administrators of universities, they

ASK TRUSCON FIRST ABOUT STEEL TOWERS

FOR AM · FM · TV · MICROWAVE



● Truscon—first name in steel towers—offers you a background of experience unmatched in radio. Many hundreds of Truscon designed and engineered steel towers today stand strong and tall . . . in all kinds of weather . . . in all types of topography. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Ask Truscon first . . . whether your requirements call for tall or small towers . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV or Microwave transmission.

Your telephone call or letter to any convenient Truscon district office or to "tower headquarters" in Youngstown will get your tower program going as soon as defense requirements permit.

TRUSCON
MARK OF MERIT
PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Department: Chrysler Building, New York 17, New York

TRUSCON® a name you can build on

have economic problems. "A fact, in other words, may complicate an aspiration," he suggested.

The term "educational television" is a misnomer, he said, since all who are engaged in tv are educators. The so-called "educational station" actually is "in commerce" since it is created under a power growing out of the Commerce Clause of the Constitution; is licensed by a federal commission dealt with by interstate commerce committees of Congress. He noted a single difference between "commercial" and "educational" stations. The former says, "We will entertain, we will inform, we will sell, we will teach," Mr. Fellows said. The latter, he continued, says, "We will teach."

In a Thursday address to Iowa Broadcasters Assn. Mr. Fellows said broadcasters "can expect audiences to increase at the rate of nearly 3 million a year for the next 10 years." He said the future has never been brighter for the broadcasting industry.

WNBT (TV), Princeton Launch Educ. Program

WNBT (TV) New York, in cooperation with Princeton U., will launch a weekly half-hour educational program Saturday, 5-5:30 p.m., attempting to provide samples of university teaching to the general public.

Titled *Princeton '54* the series will be devoted to physics, psychology, music, chemistry, history, biology, arts and sciences. According to a joint announcement last week by Dr. Harold W. Dodds, president of Princeton, and Hamilton Shea, general manager of WNBC-WNBT (TV), the project represents "an exploratory effort" designed to ascertain the most effective techniques and methods by which the resources of a university can be made available to television.

Richard Pack, WNBC-WNBT program director, will serve as executive producer of *Princeton '54*. The series will be produced by Harry Olesker, WNBT (TV) staff writer-producer.

In announcing the series, Mr. Shea said that WNBT has "an open mind and an open camera without any frozen concepts about the technique of educational television."

The series is the outgrowth of a grant made by WNBT (TV) to Princeton 18 months ago under which the university conducted a survey on the potentialities of educational television.

Partial Commercialization Of Educ. Channels Suggested

PARTIAL commercialization of the nation's 242 noncommercial educational tv channels was suggested as the answer to the financial needs of tv stations using such channels by Dr. Millard C. Faught, president of The Faught Co., New York management consultant firm, in a talk last Tuesday in Washington at the annual banquet of the National Small Business Men's Assn.

Could Collect 'Tuition'

Dr. Faught, who has been described as an unofficial spokesman for box-office tv, told NSBMA delegates, meeting Monday through Wednesday at the Mayflower Hotel, that educational tv outlets under such a plan could collect box-office tv "tuition" for a few outstanding programs each week and thereby gain revenue to telecast "many more programs of a public-service nature on a truly free basis without limitations of sponsorship or subsidy." He said that box-office tv would increase both sponsored and subscription tv service. Tests made of its "Phonevision" in Chicago by Zenith Radio Corp., he said, indicated a strong public desire for such service.

For $233.75

AT A COST of $233.75 (paid by the Government), the full text of Millard C. Faught's address last week before a businessmen's association in Washington, D. C. (see story above), was reprinted in Thursday's *Congressional Record* in the Appendix. The speech was inserted by Sen. Andrew F. Schoeppel (R-Kan.), a member of the Senate Communications Subcommittee, who told the Senate, he asked for the printing "notwithstanding the cost." He said the speech was "unique and challenging in many respects . . . worthy of reading and rereading, from the standpoint of the outlook in the television field, and I would suggest that the dispensers of gloom, those who view the future with alarm, refrain from reading it, because very little satisfaction can be garnered from this fine speech by any one who is a bit on the pessimistic side."

THE LATEST WCKY STORY

*92% of WCKY's

NIGHT-TIME HOMES ARE NON-TV HOMES
Reach Them with the

WCKY JAMBOREE

7:05-11 pm—7 nites a week

* Nielsen 1952 Circulation Report

WCKY

GUILD FILMS PLANS ENTRY INTO RADIO

A CONVICTION that radio will continue as a strong advertising medium has prompted Guild Films Co., New York, organized 18 months ago to produce and distribute tv films, to establish a special division to produce and distribute package shows for radio.

An announcement last week by Reub Kaufman, Guild president, noted that "all evidence points to radio's continued strength as an advertising medium. . . . It has tremendous audience reception and packs a powerful sales impact for sponsors." He said that in response to "insistent calls" from radio stations and sponsors, the first program to be made available for radio will be the *Liberace Radio Show.*

Production on the new Liberace program will begin shortly, and the initial shows are expected to be presented during the NARTB convention in Chicago next month. It will be a half-hour musical show, with Liberace as narrator. The series is scheduled for release to radio stations in September.

Mr. Kaufman said Guild is exploring the possibilities of packaging other Guild tv shows for radio, as well as launching new shows. Current tv properties of Guild, in addition to *Liberace,* include *Life With Elizabeth* and *Joe Palooka.*

Edward Grossman, controller of Guild Films since its inception, has been placed in charge of the new Guild radio division.

Skiatron-Fox Deal Okayed

STOCKHOLDERS of Skiatron Electronics & Television Corp. last week approved an agreement with Matthew Fox, board chairman, Motion Pictures for Television Inc., under which Mr. Fox is granted exclusive U. S. and worldwide rights to Skiatron "Subscriber-Vision" pay television system [B•T, March 29]. Mr. Fox has announced that his attorneys are preparing application papers seeking FCC permission to start commercial operations.

Cummings Productions Formed

FORMATION of Cummings Productions, New York, as a radio-tv commercials production company with offices at 38 W. 53rd St. was announced last week by Ralph Waldo Cummings, president. Alan J. Gilbert is sales and promotion manager.

The new firm, headed by Mr. Cummings, who has been writing and producing singing commercials since 1949, has produced jingles and spots for Pall Mall Cigarettes (through Sullivan, Stauffer, Colwell & Bayles), Cashmere Bouquet Soap (Sherman & Marquette), Ronson Flints and Ronsonol Lighter Fuel (Weintraub) and the new Schick Custom Shaver (Kudner).

Goodman Acquisitions

HARRY S. GOODMAN Productions, New York, has announced it has entered into contracts for distribution rights of radio programs of Louis G. Cowan Inc., New York; Marco Programs, New York, and Australasian Radio Productions Ltd., Melbourne.

The contracts, a spokesman said, provide for 52 half-hour mystery programs from Cowan titled *Murder at Midnight;* 78 quarter-hours of musical shows from Marco Programs, and transcribed programs of various formats from Australasian Radio. He said the acquisitions give Goodman "the largest selection of transcribed radio shows and spot announcements of any company in the business."

Only STEEL can do so many jobs so well

Famous Finger of Metal and stone pointing 1472 feet into the sky is The Empire State Building in New York City. This mightiest of buildings makes liberal use of Stainless Steel for both decorative and utilitarian purposes: in vertical strips beside the windows, in bands around the tower, in the two entrance corridors. "Maintenance?" said the assistant operating manager when asked about the exterior Stainless Steel. "What maintenance? We haven't touched the stainless steel since it was installed. And the condition of the steel is as good as ever." Not a bad record after more than 20 years.

Dragon's Teeth Sprouting? No, these are steel bearing piles in the foundation of a dam spillway. When the dam is finished, you'll never know the steel piles are there. But they'll be working just the same, for strength and safety, as steel so often works unseen in buildings, highways, pipelines and power plants.

This Baby Sitter is Galvanized! In truth, a sturdy, good looking Cyclone Fence is a dependable baby sitter. For it makes a safe home playground out of your yard. It keeps youngsters, absorbed in play, from stepping accidentally into the path of passing traffic. It prevents stray dogs from molesting your children or flowers. Cyclone Fence, made by U. S. Steel, is further evidence that only steel can do so many jobs so well.

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your newspaper for time and station.

Product of Steel Making. USS Ammonium Sulphate helped increase the corn yield on this farm 65 bushels an acre! Before planting, fertilizer was plowed under and also applied in the row at time of planting. When corn was 8 to 10 inches high, it was side-dressed with 100 lbs. per acre of Ammonium Sulphate. In just two years, this fertilizing program boosted corn yield from 60 to 125 bushels per acre.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

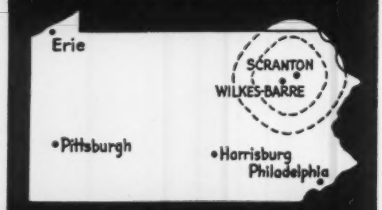
This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1071

COVERS PENNSYLVANIA'S 3rd LARGEST MARKET



SCRANTON · WILKES-BARRE

CHANNEL 16 WARM TV

SCRANTON, PA.
ABC TELEVISION NETWORK
Antenna: 1244 Ft. Above Average Terrain
333 Madison Ave., Scranton, Pa.
Hotel Sterling, Wilkes-Barre, Pa.

Represented Nationally by
GEORGE P. HOLLINGBERY CO

"I got reach"

But down in Northwest Alabama and Northeast Mississippi WERH reaches more folks than a Saturday night fish fry.

The reason for this is that WERH is long on entertainment. The sort of music and programs that the folks down here prefer. And WERH has a signal that reaches . . . not just reaches, but *dominates* the 14,695 square miles of its 0.1MV/M contour.

When you want your advertising buck to reach the most for the money WERH, the station for Northwest Alabama and Northeast Mississippi, is your station.

WERH 5000 watts 970 KC
Regional representatives, Dora-Clayton Agency
Mortgage Guaranty Building, Atlanta, Georgia.

New York Representative: Robert S. Keller, Inc.

DUMONT GROSSES NEARLY $92 MILLION

In annual report, Dr. DuMont points out that five of company's divisions showed profits before taxes of 12% of sales. Two divisions lost.

GROSS income for Allen B. DuMont Labs. in 1953 amounted to a record-breaking $91,828,782 as compared with $76,366,782 in 1952, according to the company's annual report mailed last week to stockholders.

Net earnings after provision for federal income tax were placed at $1,554,362, equivalent to 60 cents per share of common stock, after dividends on preferred stock. Net earnings for 1952 were reported at $1,424,603, equal to 55 cents per share of common stock.

It was noted by Dr. Allen B. DuMont, president, that five of the company's divisions—Cathode-Ray Tube, Instrument, Transmitter and the Tube Research Laboratory—produced profits before taxes of 12.8% of sales. He added that the company's final result was "adversely affected by the losses in our broadcasting and television receiver operations."

In commenting on the results of the Broadcasting Division, Dr. DuMont said that "the key to profitable network operations is the availability of time for advertisers' programs on stations in the larger markets." He noted that few of the television stations that began operations last year were in the larger markets, thereby reducing the opportunity for DuMont Television Network to improve its position.

Gain Over 1952

He pointed out that DuMont Television Network nevertheless achieved an increase in income of 34% over 1952. Dr. DuMont reported that the network has the largest station roster in television history (205) and that station clearance was 50% better than at the beginning of 1953.

Losses for the receiver division, Dr. DuMont said, were largely attributable to "the unexpected surge of publicity about color television," resulting in a sharp reduction in the sale of higher priced receivers.

He said the company plans to step up its research and developmental work in color television to place itself in "a strong position when large-scale production and sale of color equipment becomes a reality."

"There is little question," Dr. DuMont said, "that this adoption of a color television system will eventually result in large sales volumes. Every home in America is a potential prospect for a color receiver. Every division of our company will participate in the activity generated by the advent of color television."

Tv Traps Till-Tappers

A SUCCESSFUL closed circuit tv system, to watch dealers and croupiers of Las Vegas Sands Hotel for correct public relations and to guard against possible till-tapping, is expected to save the hotel the cost of the system within one month, according to spokesmen.

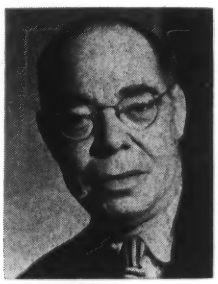
Circuit utilizes 10 standard RCA ITV-5 cameras, installed by Otto K. Oleson Co., Hollywood RCA distributor, with Master Electronics Inc., same city, devising special remote switching controls and acting as consulting engineer on the job. System operates from master control panel in hotel president's office, enabling him to turn on any camera, installed in ceilings of various public rooms, at will.

Tube's 14th Anniversary

LONGEST life record for a large power broadcast tube was claimed last week by RCA. The company reported that an RCA-891R broadcast tube last month celebrated its 14th anniversary at KPOJ Portland after more than 91,000 operating hours. The tube was installed in KPOJ's modulator circuit on March 22, 1940, and according to Richard R. Pooley, the station's chief engineer, is "still going strong."

Fitts Named CBS V.P.

ELECTION of William Fitts Jr., director of labor relations, as a vice president of CBS Inc. was announced last week by William S. Paley, board chairman.



MR. FITTS

Mr. Fitts, formerly associated with the New York law firm of Fly, Fitts & Schuebruk, joined the CBS legal department in 1950 and was named labor relations director in 1952. From 1935 to 1945 he was with the Tennessee Valley Authority, first as assistant general counsel and then as general counsel.

Hi-Fi Fair in Salt Lake City

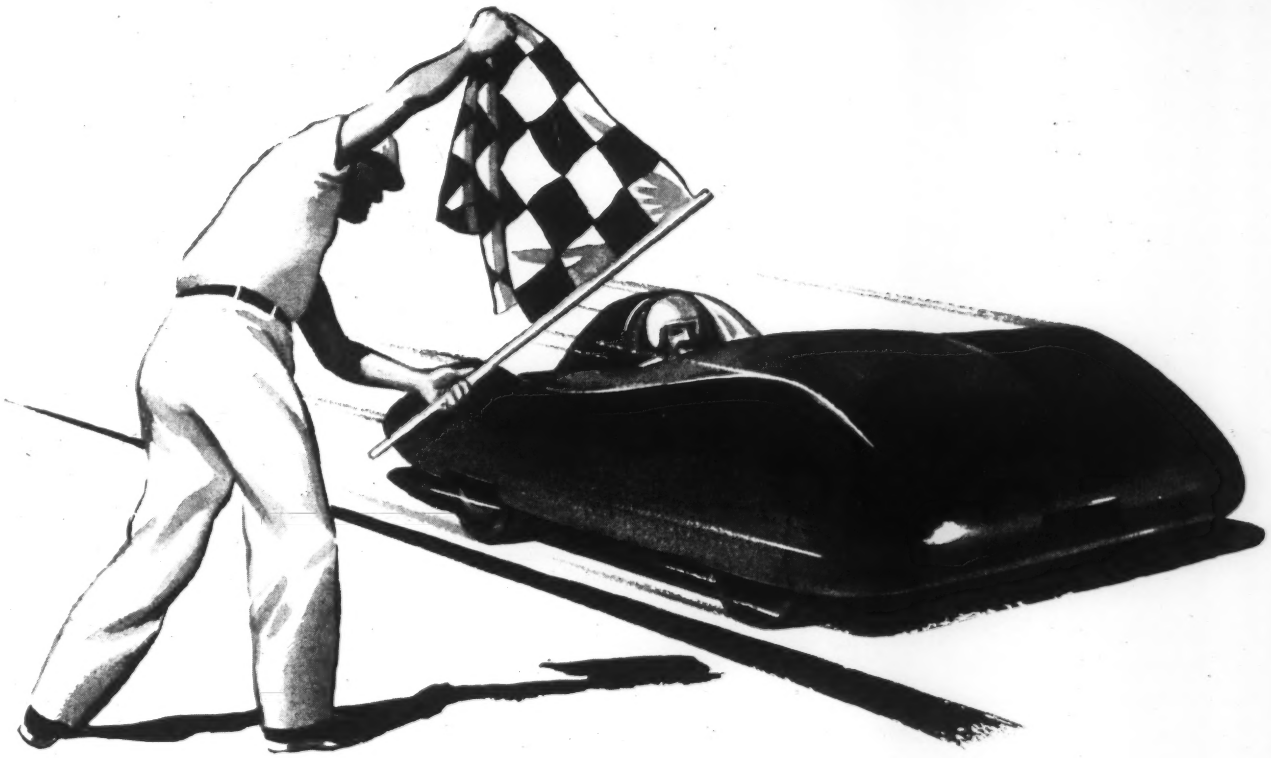
KALL Salt Lake City, key station of the Intermountain Network, staged what it said was the city's first Hi-Fi Fair and Exposition at the Hotel Newhouse March 29-30, with more than 4,000 people examining the $75,000 worth of high fidelity sets and component parts. KALL, which claims to be the first station "in the Intermountain area" to adapt its facilities to high fidelity transmission, said a similar event is planned next year.

Chromatic Cuts Color Price

CHROMATIC Television Labs., Oakland, Calif., announced last week that, effective Thursday, the price of the grid component for the Lawrence color television tube will be reduced by $25 to $125. A spokesman said this revision was in line with Chromatic's belief that the whole color tv picture was changing rapidly and that a mass color market was nearer than many quarters of the industry believed.

Wilcox-Gay Shows Decline

ANNUAL REPORT of the Wilcox-Gay Corp., Charlotte, Mich., released last week, showed consolidated net income for the corporation and its subsidiaries for the year ended Dec. 31, 1953, dropped to $201,515 from $330,110 in 1952.



YOU MIGHT DRIVE 403 MILES AN HOUR—*

BUT . . . YOU NEED WJEF RADIO TO GET INTO HIGH GEAR IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

Metropolitan Grand Rapids is Western Michigan's biggest market, and WJEF is Grand Rapids' biggest radio value.

Conlan figures, left, show WJEF's superiority. Of the area's 116,870 radio homes, WJEF delivers:

12.6% more morning listeners than the next station—

25.2% more afternoon listeners—

9.6% more evening listeners!

WJEF also costs less than the next station—*morning, afternoon and night!* On a 52-time basis, you can actually buy a daytime quarter-hour for less than 25¢ per-thousand-radio-homes!

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** On Sept. 16, 1947, at Bonneville, Utah, John R. Cobb was clocked at 403.135 miles an hour.*

wan'na buy an-island?

PROBABLY YOU DON'T!
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN!
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

REGIONAL RADIO WOW
First in all Periods!*

6-10 a.m.
WOW Pulse 8.3
B station 3.7
C station 2.4

10 a.m.-2 p.m.
WOW Pulse 8.7
B station 4.6
C station 2.3

2-6 p.m.
WOW Pulse 8.5
B station 3.6
C station 3.8

6-10 p.m.
WOW Pulse 10.4
B station 6.3
C station off air

*Mon. thru Fri. Nov. — Dec. 1953 Pulse of Regional Radio WOW Area

RADIO WOW
OMAHA 590 • NBC
A Meredith Station
JOHN BLAIR & CO., Rep.

DR. DuMONT DREW $103,000 IN '53

ALLEN B. DuMONT, president, Allen B. DuMont Labs, received $103,675.93 from the corporation during the last fiscal year, ending Jan. 3, 1954. The information was given in a proxy statement sent Monday to stockholders notifying them of the annual meeting at 11 a.m. May 3 at the corporation offices in Clifton, N. J.

Dr. DuMont was the corporation's only officer to receive more than $30,000, the statement noted. However, the board granted William H. Kelley, vice president in charge of marketing, an option to purchase 8,000 shares of Class A common stock at a price of $10.22 per share, the market price at the time being $10.75 per share. The option may be exercised as follows: 2,700 shares may be purchased at any time from Dec. 31, 1954; 2,650 additional shares at any time from Dec. 31, 1955; the remaining 2,650 shares at any time from July 1, 1956. The option terminates at the end of the corporate fiscal year of 1956.

Eight directors and the president, vice president, secretary, treasurer and assistant treasurer will be elected at the meeting with holders of Class A common stock entitled to elect five directors and the president and vice president and holders of Class B common (all held by Paramount Pictures Corp.) entitled to elect three directors and the secretary, treasurer and assistant treasurer.

Official nominees as directors to be elected Class A stockholders are Dr. DuMont; Bruce T. DuMont, general superintendent; Thomas T. Goldsmith Jr., vice president in charge of research; Stanley F. Patten, vice president, and Percy M. Stewart, partner, Kuhn, Loeb & Co., investment bankers. The corporation also proposes the re-election of Dr. DuMont as president and Mr. Patten as vice president of the corporation.

Baker, Balderston Call Color Tube 'Bottleneck'

MASS production of color tv receivers is two to three years away, two leaders of the radio-tv manufacturing industry have warned.

Key to mass production is the color tube, both Dr. W. R. G. Baker, vice president in charge of the GE Electronics Division, and William Balderston, president of Philco, emphasized.

"The television industry is in the untenable position of having announced, under political and competitive pressure, a new service to the public without having the technological ability to deliver the service within the standards and economic limits acceptable to the public . . .," said Dr. Baker, who was chairman of the National Television System Committee which evolved the compatible color standards, in an address to the Electric Club of Los Angeles last week.

"The nub of the problem," Dr. Baker said, "is the color picture tube to which no one, as of this date, has a satisfactory and conclusive answer."

Dr. Baker said he believed the tube "bottleneck" will delay mass marketing of color receivers until 1956. There are five tubes using different principles or variations already announced, and others are in the laboratory, Dr. Baker said.

The "dilemma of the manufacturer, Dr. Baker said, is on the question of which tube should be backed, involving millions of dollars in special production equipment, "all of which might be obsoleted by a new development or tube that might be forthcoming next year . . . or even tomorrow."

Mr. Balderston, speaking before the Newcomen Society in Philadelphia a fortnight ago, said:

"What is needed is a vastly simplified color tube, one which contains no complicated internal assembly, one which closely resembles, in fact, the eminently successful black-and-white picture tubes of today."

Backbone of television, "for a long time in the future," will be black-and-white sets, Mr. Balderston said. Color television will be a luxury service, supplementing black-and-white, he added. Mr. Balderston's statement is the first official word on Philco's attitude toward color tv since FCC approved compatible standards late last year.

Chicago Gets Color Sets

FIRST color tv receivers were offered for sale to the public in Chicago and the midwest area by Westinghouse Electric Corp. last fortnight.

Westinghouse is offering a 15-inch tube console (with conventional 12½-in. picture) for $1,100, which it has made available for immediate delivery from 23 Chicago and area stores, according to Robert W. Eckman, regional television-radio sales manager of the firm. The same sets were placed on the market in New York Feb. 5. The firm also is extending a 90-day service policy for $64.

DuMont Promotes Leopold

RUDOLF LEOPOLD, with Allen B. DuMont Labs since 1945, has been named manager of the newly formed specifications and records dept., Communications Products Div. He will be in charge of drawing up final plans and specifications for the full line of tv broadcast transmitters and studio equipment and mobile communications products. Mr. Leopold has handled designs for a 3-D tv camera for the Atomic Energy Commission, DuMont's image orthicon camera chains, and other new electronic equipment.

MANUFACTURING SHORTS

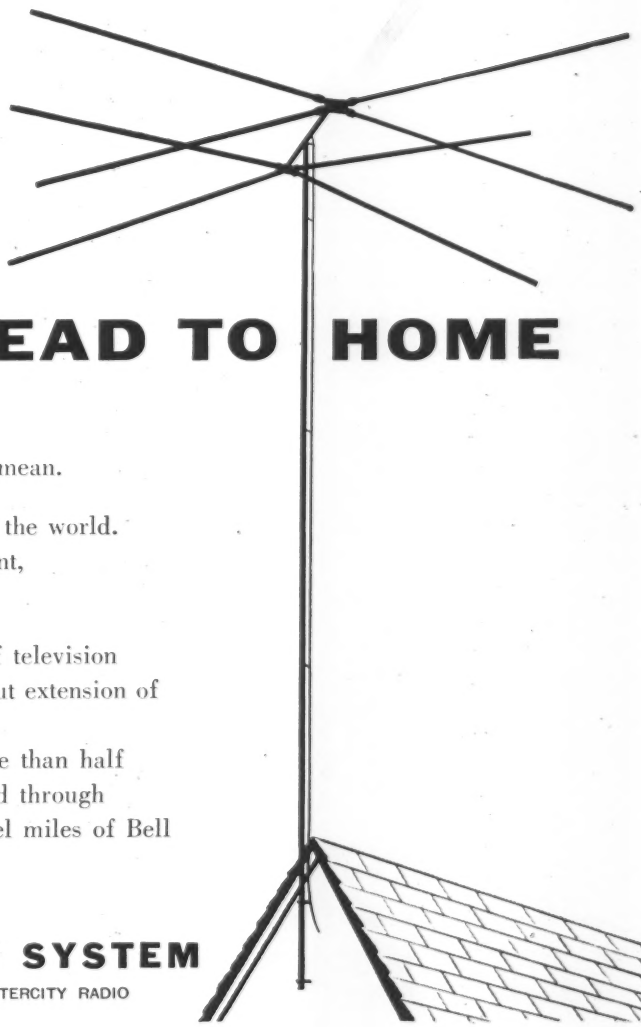
Industrial Instruments Inc., Cedar Grove, N. J. (bridges, capacitors, decades, electronic test equipment), appoints J. T. Hill Sales Co., L. A. sales representative in Southwestern area.

E. V. Roberts & Associates, L. A., electronics equipment sales representatives, purchased building at 5068 W. Washington Blvd. and will make extensive alterations, including additional wings with increased floor area.

Manufacturers of radio-tv receivers and home phonographs were reminded last week they will not be permitted to exhibit these products at the Electronics Parts Show in Chicago May 17-20. Reminder of a rule, in effect since 1937, was sounded by Kenneth C. Prince, show manager, who advised exhibitors to keep it in mind when arranging for booth and room display space.

Emerson Radio & Phonograph Corp., N. Y., has declared a quartely cash dividend of $.05 per share on 1,935,187 shares outstanding, payable April 15 to stockholders of record on April 5.

Radio Receptor Co., N. Y. (Seletron and Germanium Div.), announces a new range of cartridge type selenium rectifiers. A six-page data bulletin, No. 178, containing complete charac-



ALL ROADS LEAD TO HOME

The "roads" that television travels, we mean.

Today the American home is unique in the world. Television keeps it rich with entertainment, information and new ideas.

The broadband transmission "roads" of television are complex, and expensive to build. But extension of facilities is going ahead in stride with industry requirements. Right now, more than half the nation's population could be reached through stations connected by the 50,000 channel miles of Bell System television network.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

teristics, reference curves, circuits, etc., may be obtained from the company upon request. Address: 251 West 19th St., N. Y. 11.

Pentron Corp., Chicago (tape recorders and accessories), announces new high-fidelity am-fm tuner, model AFM, which incorporates a function selector that includes a position marked "tape." On that position, tape recordings can be fed through the tuner and modified by the tuner's tone control system. Complete details and specifications are available on request.

Burnell & Co., N. Y. (coils and filters for communications equipment), announces new single-sideband filter for amateur receivers, designated type S-15000. Descriptive information, including schematic and response curve is available on request from Burnell & Co., Dept. I, 45 Warburton Ave., Yonkers, N. Y.

Malco Tool & Mfg. Co., Chicago, announces its high production methods now make it possible to effect low cost savings on quantity runs of small stampings for radio, tv and electronics use, and adds that over 1,000 parts are available as standard items. For further information contact: Malco Tool Co., Dept. BTW, 4025 W. Lake St., Chicago 24.

Elgin Metalformers Corp., Elgin, Ill., introduces the Emcor instrument cabinet with choice of three ventilating panel systems to give controlled ventilation for effective heat dissipation. Complete information and price list available on request to the company at 906 N. Liberty St.

The Clough-Brengle Co., Chicago, announces publication of 12 page catalog No. 54-A, containing complete specifications and data on company's test equipment line. Copies are available on request from the Clough-Brengle Co., Dept. BT, 6014 Broadway, Chicago 40.

Librascope Inc., Glendale, Calif., manufacturers of electronic components and controls, has approved construction of a new $500,000 administration - engineering building at 808 Western Ave., that city.

Sylvania Electric (Canada) Ltd., wholly owned subsidiary of Sylvania Electric Products Inc., N. Y., announces plans for construction of new plant in Dunville, Ontario, for manufacture of tv sets. Construction work is scheduled to start this month; production is scheduled to start about Aug. 1.

IERT ANNOUNCES TELEVISION AWARDS

TELEVISION awards and honorable mentions of the 18th American Exhibition of Educational Radio and Television Programs, held last week in conjunction with the annual Ohio State U. Institute for Education by Radio-Television in Columbus, were announced last week. Similar awards in radio were announced earlier [B•T, April 5]. The tv awards list:

All awards are given to program series, not to individual programs. Series were judged in seven cooperating centers, one for each program class. Centers, coordinators, judges, and summarizers are given following the lists of prize-winning series.

Group I. Network: Multi-Station Telecast by Cable, Relay, or Delayed Video Recording (Kinescope)

CLASS 1 SPECIAL INTEREST GROUPS: WOMEN'S, AGRICULTURE, RELIGIOUS, ETC.
FIRST AWARD. *Frontiers of Faith*, to national organizations representing the three major faiths in the U. S., NBC-TV.
CLASS 2 CULTURAL: DRAMA, ART SCIENCE, LITERATURE, ETC.
FIRST AWARD. *Hallmark Hall of Fame*, to Hallmark Hall of Fame, NBC-TV.
HONORABLE MENTION. *Conversations*, to Public Affairs, NBC-TV.
CLASS 3 PUBLIC AFFAIRS: ISSUES, PROBLEMS, DOCUMENTARIES, NEWS INTERPRETATION, ETC.
FIRST AWARD. *United Nations Open House*, to CBS-TV.
HONORABLE MENTION. *Youth Wants to Know*, to Youth Wants to Know, WNBT (TV) New York and NBC-TV.
CLASS 4 DEALING WITH BASIC FREEDOMS
FIRST AWARD. *American Forum of the Air*, to American Forum of the Air, WNBW (TV) Washington, D. C., and NBC-TV.
CLASS 5 SYSTEMATIC INSTRUCTION: TELECOURSES, ETC.
NO AWARDS
CLASS 6 PROGRAMS FOR CHILDREN AND YOUTH (OUT-OF-SCHOOL LISTENING)
FIRST AWARD. *Watch Mr. Wizard*, to Herbert S. Laufman & Co., WNBQ (TV) Chicago and NBC-TV.
HONORABLE MENTION. *Excursion*, to Tv-Radio Workshop, the Ford Foundation, NBC-TV.
SPECIAL AWARD. *Ding Dong School*, to NBC-TV.
CLASS 7 SCHOOL TELECASTS (FOR USE IN SCHOOL CLASSROOMS)
NO AWARDS

Group II. Local and Regional Stations or Organizations

CLASS 1 DIRECTED TO SPECIAL INTEREST GROUPS: WOMEN'S, AGRICULTURE, RELIGIOUS, ETC.
FIRST AWARD. *Farmtown U. S. A.*, WBBM-TV Chicago.
HONORABLE MENTION. *Your Neighbor's Religion*, KPIX (TV) San Francisco.
CLASS 2 CULTURAL: DRAMA, ART, SCIENCE, LITERATURE, ETC.
FIRST AWARD. *The Long Voyage*, WOI-TV (Iowa State College) Ames.
HONORABLE MENTION. *This World of Art*, to Rutgars U. WATV (TV) Newark.
CLASS 3 PUBLIC AFFAIRS: ISSUES, PROBLEMS, DOCUMENTARIES, NEWS INTERPRETATION ETC.
FIRST AWARD. *They Come Home*, KPIX (TV) San Francisco.
HONORABLE MENTION. *Operation Cancer*, WHAS-TV Louisville, Ky.
SPECIAL AWARD. *This Is Your City*, WBZ-TV Boston.
CLASS 4 DEALING WITH BASIC FREEDOMS
FIRST AWARD. *The Independent Mr. Jefferson*, to National Assn. of Educational Broadcasters and WNBQ (TV) Chicago.
CLASS 5 SYSTEMATIC INSTRUCTION: TELECOURSES, ETC.
FIRST AWARD. *Shakespeare on Tv*, KNXT (TV) Hollywood.
HONORABLE MENTION. *Telecourse on Northwest Books*, KING-TV Seattle and U. of Washington.
CLASS 6 PROGRAMS FOR CHILDREN AND YOUTH (OUT OF SCHOOL LISTENING)
FIRST AWARD. *Wunda Wunda*, KING-TV Seattle.
HONORABLE MENTION. *Eins Zwei Drei*, WOI-TV (Iowa State College) Ames.
HONORABLE MENTION. *Adventure School*, KPIX (TV) San Frncisco, and the Family Life Education Service of the San Francisco Public Schools.
CLASS 7 SCHOOL TELECASTS (FOR USE IN SCHOOL CLASSROOMS)
FIRST AWARD. *District of Columbia Public School Series*, WNBW (TV) Washington and D. C. Board of Education.
HONORABLE MENTION. *Museum Piece*, to Philadelphia Public Schools and WPTZ (TV) Philadelphia.

Another for Murrow

EDWARD R. MURROW, CBS commentator, was named last week to receive the top award of the annual Page One Ball of the New York Newspaper Guild. His award in the field of public affairs was for his "distinguished contributions to the adult and responsible use of broadcasting as a major medium of information and enlightenment." Another award was announced for CBS-TV's *You Are There* (Sun., 6-6:30 p.m., EST). Presentations will be made at the Ball at the Commodore Hotel on May 14.

Better Understanding Awards

ENGLISH-SPEAKING union has announced it will present its annual Better Understanding Awards this spring to broadcasters and journalists who made "outstanding contributions to greater friendship and understanding between the U. S. and Commonwealth countries during 1953." Applications may be obtained from the Union's Awards Committee, 19 E. 54th St., New York 22, N. Y.

Thomas Wins First Place In N. Y. Ad Club Contest

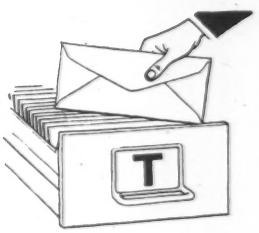
ADVERTISING CLUB of New York has announced that Charles T. Thomas of Erwin, Wasey & Co. is its Gold Medal Award winner for his essay on "What I Got Out of the Advertising and Selling Course of the Advertising Club of New York." Irwin A. Spiegel of WINS New York won the Silver Medal, and Glen Chidsey Jr., Armstrong Cork Co., the Bronze Medal.

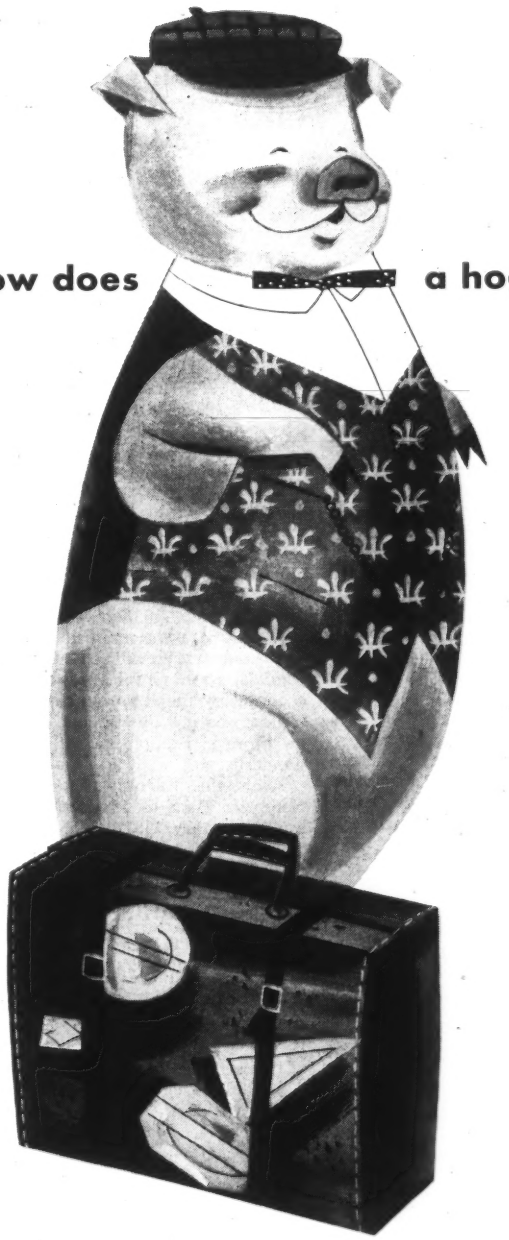
Honorable mention went to David W. Rockwell, Air Reduction Sales Corp.; Howard Reynolds, Brooke, Smith, French & Dorrance; Richard J. Asher, *Brooklyn Eagle*; Lois Cameron, Rutherford Trust Co.; Lorraine M. Magan, Colgate-Palmolive Co.; Harrison Arnold, Ford Motor Co.; Don S. Zacune, Facile Corp.; George Chevalier, Rapid Art Service; Ernest Bilhuber, Underwood Corp.; Howard A. Gauvain, Victor Balata & Textile Belting Co.; Rachel Bowers, National Council of the Churches of Christ in the U.S.A., and Fred J. Ritzer, Sessions Clock Co.

Winners of three scholarships offered to induce further study in advertising and marketing were Ann V. Donahue, Foote, Cone & Belding ($500); Theodore Braaten, Dover Publications ($200), and Lorraine M. Magan, Colgate-Palm-

For **MINUTE** spots to **SELL**
Youngstown, Ohio
call any Headley-Reed office or . . .
WFMJ RADIO and TELEVISION
101 W. Broadman St. . . . . Phone RI 3-4121

LIVE ITEMS FROM OUR MORGUE





How does a hog "leave home"?

—by TRUCK 85.2%

of the time!

In 1953, 85.2% of hogs received at 63 major livestock markets in the U.S. were transported to stockyards by truck, according to the U.S. Dept. of Agriculture.

Truck transportation of livestock is fast and safe—and it helps the farmer realize a *better return on his investment* because trucks travel *direct*, without expensive delays and stopovers.

Livestock hauling is only one item in an impressive list. Trucks now handle the majority of produce, poultry and dairy products to primary markets. And they handle big percentages of *processed* foods—which now constitute three-quarters of America's food supply—from processors' plants to food stores everywhere.

President,
American Trucking Associations

American Trucking Industry
American Trucking Associations, Washington 6, D.C.

olive Co. ($100). Special honorable mention was won by Miss Bruce Kafaroff, American Petroleum Institute, and honorable mention by LaVerne L. Smith, Lederle Labs; Robert D. Coursen, Benton & Bowles; Ernestine Winkler, Community Chests and Councils, and Howard Reynolds, Brooke, Smith, French & Dorrance.

The 1953-54 Advertising and Selling Course was the 30th class and had an enrollment of 610. Awards were presented at a graduation program on March 18.

TOP AWARD for dairy news coverage by Wisconsin radio stations is presented to Roy Gumtow (l), farm director of WKOW Madison, by Frank Neu, public relations director of the American Dairy Assn. of Wis. Second place went to WDLB Marshfield, while third place went to WTMJ Milwaukee.

Managements Cited

THE 1954 "Manual of Excellent Managements" published by the American Institute of Management, New York, lists 348 companies "excellently managed" during 1953. Among them are 12 broadcasting or allied firms: AT&T Co., CBS Inc., General Electric Co., Meredith Publishing Co., Motorola Inc., Philco Corp., RCA, Sprague Electric Co., Sylvania Electric Products Inc., Time Inc., Westinghouse Electric Co. and Zenith Radio Corp.

WKY-TV Wins Marine Plaque

WKY-TV Oklahoma City has received a plaque from the U. S. Marine Corps for its efforts in helping the Marines form their first "Buddy" company in Oklahoma. The vhf ch. 4 station publicized the all-Oklahoman "Buddy" company through news coverage and public service announcements.

'Jr. Press Conference' Cited

ABC-TV's *Junior Press Conference* (Monday, 9-9:30 p.m. EST) has been presented a public service award by the U. S. National Student Assn. in recognition of "its presentation of top authorities in the fields of government and industry during the past year." The award was accepted by Alexander Stronach, vice president in charge of ABC-TV.

CBC BOARD GRANTS TV, AM AT MEET

Kawartha Broadcasting gets ch. 12 at Peterborough, Ont., and A. E. Gibson is granted a license to build a new am station in North Vancouver, B. C.

APPLICATIONS for a new tv station, a new am outlet and five am power increases were approved and passed for action to the Dept. of Transport by CBC's board of governors at the conclusion of an April 1-3 meeting in Ottawa.

CANADA

Kawartha Broadcasting Co. Ltd., representing the combined interests of CHEX Peterborough, Ont., the *Peterborough Examiner* and Northern Broadcasting Ltd., was granted a license for a new tv station on ch. 12 in Peterborough. Estimated cost is $450,000. The application of Herb H. May, well-known Canadian radio m.c.-announcer, for ch. 12 there was denied on grounds "Mr. May would not have share control . . . and (showed) less evidence of local support than the other applicant." Peterborough is 95 miles northeast of Toronto.

Bi-lingual Verdun, Que. (a Montreal suburb), community station owned by Jack Tietolman, was granted a power increase from 1 kw on 980 kc to 10 kw on 850 kc, day and night. This bid was opposed at hearings by CKAC Montreal French-language, 10 kw, and CJAD Montreal English-language, 5 kw. In rebuttal, Corey Thomson, CKVL manager, said CKVL today is spending $6,300 weekly on live-talent programming—"more than all other Montreal stations combined"—and, if forced to continue as a community station only, it would have to reduce its operations materially. The increased power, he said, was necessary to offset television and power increases of five other Montreal stations. Mr. Tietolman said CKVL would spend $200,000 on new equipment and buildings since two complete transmitters would be required for CKVL's 24-hour operation. He hopes to be operating by Sept. 6.

Vancouver Grant Is Unopposed

License to establish a new 1 kw am station on 1070 kc was given A. E. Gibson of Gibson Bros. Ltd., new to radio, in North Vancouver. Other Vancouver stations, the board noted, did not oppose the application, and two actively supported it.

The following were also given approval for power increases: CFGP Grande Prairie, Alta., 1 kw to 5 kw on 1050 kc, DA-1; CKBL Matane, Que., P. Quebec, 1 kw to 5 kw on 1250 kc, DA-1; CKDA Victoria, B. C., 250 w on 1340 kc to 5 kw on 1280 kc, DA-1; CKLB Oshawa, Ont., 250 w on 1240 kc to 5 kw on 1350 kc, DA-2.

During argument, CKBL Matane's application was opposed in part by CJBR Rimouski, (now operating on 5 kw), which claimed the right to go to 10 kw should the increase be granted. CKDA Victoria's application was not opposed by CJVI Victoria, the latter hinting it also would be applying shortly for an increase from 1 kw to 5 kw.

The application by G. Stirling and D. Jamieson of the Newfoundland Broadcasting Co. Ltd., operator of CJON-AM, for a tv license on ch. 2 in St. Johns, Nfld., was deferred by the CBC board.

Application by CKLC-AM-FM Kingston, Ont., for a change in fm frequency from 88.9 mc to 99.5 mc was approved.

Continent to Continent

RADIO-TV now have a world "beat" on the news. Voice of America last week said President Eisenhower's Monday night speech was seen and heard by 30 million persons in 12 foreign countries within 48 hours after its delivery. In addition to its radio coverage, VOA air shipped kinescopes to England, Holland, West Germany, Belgium, Italy, Cuba, Mexico, Venezuela, the Dominican Republic, Brazil, Argentina, the Philippines and Japan. Texts for translation accompanied the kinescopes.

COLOMBIA PLANS FIRST TV OUTLET

FIRST tv station for Colombia is slated to be completed and to be operating by June 13, according to the U. S. Information Agency, which reported last week that the Colombian government has awarded contracts to Allen B. DuMont Labs Inc. and to the German firm, Siemens & Halske, A. G. for installation of the tv transmitter in Bogota.

COLOMBIA

At least in initial stages, the government will be sole sponsor with emphasis on cultural and educational subjects, according to USIA.

USIA released information on the Bogota construction to point up films and kinescope services it is making available to the Colombian government for use on tv.

USIA quoted Senor Calibo Torres Galvez, director of radio broadcasting and television section of the Colombia Ministry of Communications, that DuMont will be responsible for the overall project. DuMont, USIA said, has a contract reportedly involving $300,000, the German firm, $90,000.

Inaugural program will celebrate the first anniversary of President Gustavo Rojas Pinilla's administration. Four hundred tv sets have been acquired by the Government, USIA said. The station, serving the Bogota area, will have 60 kw power. Equipment will conform to U. S. standards.

After the Bogota transmitter is installed, Colombia plans to develop a tv network covering the country, USIA said.

U.S.-Originated Shows On Canadian Radio Down

OF 16 evening network radio shows heard in Canada in February, only five were of American origination. These five ranked near the top of the leading evening network shows heard in Canada during the month, according to February national rating report of Elliott-Haynes Ltd., Toronto.

CANADA

Leading evening show was *Radio Theatre*, with rating of 26.6, followed by *Our Miss Brooks* 26.4, *Amos 'n' Andy* 26.4, *Ford Theatre* 19.7 (Canadian), *Great Gildersleeve* 18.8, *The Tylers* 18.2 (Canadian), *Suspense* 17.5, *Showtime* 17.2 (Canadian), *Wayne & Shuster* 16.6 (Canadian), and *Singing Stars of Tomorrow* 15.2 (Canadian).

There were 18 daytime network shows in February, of which the leading five were *Ma Perkins* 16.1, *Pepper Young's Family* 15, *Road of Life* 14.2, *Right to Happiness* 14, and *Life Can Be Beautiful* 13.8.

French-language evening network shows numbered 20 in February, of which the leading five were *Un Homme et Son Peche* 43.6, *La Famille Plouffe* 27.4, *Le Survenant* 25.1, *Met-*

WORLD'S TALLEST TV TOWER

WHIO-TV now operating with new tower **1104** feet high

This tremendous Blaw-Knox Tower . . . which is five times taller than the highest building in Dayton, Ohio . . . plus a boost in power to 316,000 watts on channel 7, makes WHIO-TV one of the nation's most important *area* stations.

Tower equipped with two-passenger elevator

Gliding up and down inside the Blaw-Knox Tower, the two-passenger, electrically operated elevator provides quick and easy access to all parts of the tower. A man in the cab operates the elevator by push button control . . . and can stop it at predetermined levels.

To support both the antenna and this elevator the sturdy triangular tower measures 14 feet on each side and weighs 600,000 pounds. But like an iceberg, there is more weight below than above the surface. For the below-ground pyramid base is 220 cubic yards of concrete weighing 832,700 pounds.

Some features of the Blaw-Knox Type TG-4 Tower construction, which assure a sturdy structure, are the pivoted or articulated base to avoid excessive bending stresses . . . double laced structural angle bracing to provide extra strong rigid construction . . . guys that are factory pre-stressed and proof tested to load greater than ever required in service . . . and hot-dip galvanized coating to protect against all weather conditions.

This tallest TV tower in the world, complete with elevator, is indicative of how we are prepared to design and fabricate towers to meet your specific conditions.

Write for your copy of Bulletin No. 2417 for more information on the many types of Blaw-Knox Antenna Towers. Or, send us your specifications for height of tower and type of antenna for prompt service on your inquiry.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPT.
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • radar
microwave • communications

Distributed by GraybaR

Electrically operated two-passenger elevator provides quick and easy access to all parts of the tower

ropole 25, and *Chanson de L'Escadrille* 23.9. French-language daytime network shows, 18 in number, were led by *Rue Principale* 33.4, *Jeunesse Doree* 32.8, *Je Vous ai Tant Aime* 32.4, *Les Joyeux Troubadours* 30.4, and *Vie de Femmes* 29.6.

On leading transcribed evening shows heard nationally *People Are Funny* had a rating of 22.6, *Bing Crosby* 18.9, *Take a Chance* 18.7 (Canadian), *Fun Parade* 17.6 (Canadian), and *I Was a Communist for the FBI* 17.4.

RADIO DOMINATES MEXICAN MEDIA

Speaking of Mexico, XEW-AM-TV executive Duran tells Town Hall audience in New York that some 40% of ad budget in the nation is spent on the radio medium.

RADIO is the pre-eminent medium of advertising in Mexico today, accounting for about 40% of all advertising expenditures, Juan M. Duran y Casahonda, president of

MEXICO

the Mexican Advertising Assn. and director of public relations of XEW-AM-TV Mexico City, told an audience Wednesday at Town Hall in New York.

Mr. Duran, whose talk was part of Town Hall's six-week project exploring various aspects of present-day Mexico, said radio is "well above newspapers" in total advertising investment. He estimated about 30% of expenditures is placed with newspapers, and the remainder with direct mail, tv and other media.

To illustrate radio's rapid growth in Mexico, Mr. Duran said in 1925 Mexico had 11 radio stations compared to 253 today. In Mexico City alone, he said, 25 commercial stations and two educational stations serve a market of 3½ million people.

He placed the city's set ownership at about 600,000.

Although acknowledging radio has been criticized by the "intellectual clan" for "bad taste and vulgarity," Mr. Duran said:

"Yet radio, filling the air with popular music and cheap drama, has reached the backwoods in a country with a high index of illiteracy and has made a special contribution to the welfare of the masses, not only as a classroom for elementary knowledge, but as a teacher in the better ways of physical life. Radio has taught hundreds of thousands of Mexicans to use soap, tooth paste, combs, better food and clothing. . . ."

Mr. Duran characterized Mexican television as "a baby, just beginning to walk," but he predicted that television will "help more than any other medium of mass communications, not only to push sales but to fulfill the fundamental steps in the all-important public relations job of modern society: to inform, to persuade, to integrate."

Town Hall has arranged for extensive radio and television coverage of its six-week series called "Mexico—a Portrait of Progress," which will end this Friday. New York-owned WNYC recorded Tuesday afternoon sessions for delayed broadcasts, and is making recordings available to the National Assn. of Educational Broadcasters for station distribution. WRUL, short wave station in Boston, has beamed weekly broadcasts to Latin America. Films of the Tuesday sessions have been flown to Mexico City for use on XEW-TV.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

CBC May Hold Hearings To Stem Giveaway Shows

UNLESS the number of radio giveaway shows is reduced in the coming months, the CBC board of governors will hold public hearings in an effort to check the wave of such

CANADA

programs, A. D. Dunton, CBC board chairman, said last Monday.

CBC's right to make decision regarding radio giveaways was questioned later by James Allard, executive vice president of the Canadian Assn. of Radio Television Broadcasters, in a talk in Toronto.

Mr. Dunton's Ottawa statement said the CBC board has "been concerned for some time about the expansion of prize giving schemes in broadcasting. It is particularly concerned about contests in which the main element is chance rather than skill."

Canadian Tv Shows Gain In Popularity During March

CANADIAN television shows gained in popularity in March, according to the latest "teleratings" report of Elliott-Haynes Ltd., Toronto, taken during the first week of March

CANADA

in five Canadian tv markets. In the southern Ontario area, where more than half of the almost 600,000 sets in Canada are located, the 10 most popular programs on CBLT Toronto, were *Jackie Gleason Show*, rating 58.9, film replacing repeat Dennis Day show 52.5, *Holiday Ranch* (Canadian) 52.3, *NHL Hockey* (Canadian) 46.3, *Toast of the Town* 45.7, *Our Miss Brooks* 45.6, *Douglas Fairbanks Presents* 41 (British), *Greatest Moments in the Prize Ring* 37.5, *Dinah Shore Show* 35.2 and *Four Star Playhouse* 33.2.

The same audience tunes in WBEN-TV Buffalo, where Canadians found most popular *I Love Lucy* 65.4, *Arthur Godfrey* 64.2, *Ford Theatre* 62.2, *Voice of Firestone* 62.1 and *Letter to Loretta* 60.3.

In the Montreal area, where both French CBFT and English CBMT are in operation, the highest ratings are for English-language programs, with leaders being *Four Star Playhouse* 85.1, *NHL Hockey* 84.9, *Kraft Theatre* 83.9, *Toast of the Town* 83.3 and *Milton Berle* 82.9.

700 National Advertisers Used Canada Radio in '53

OVER 700 national advertisers used Canadian radio during 1953, according to a survey by Canadian Assn. of Radio & Television Broadcasters.

CANADA

The survey, by Pat Freeman, CARTB sales and research director at Toronto, shows 32 national advertisers used network radio, eight used the Dominion network, three used Trans-Canada network, six used the French network, seven used both Dominion and French networks, six used Trans-Canada and French networks, and two used all three networks, all of which are operated by the Canadian Broadcasting Corp. with CBC and independent stations.

Mr. Freeman has divided the list of 700 national advertisers into 28 categories and lists all advertisers under the various categories. This is the CARTB's second year of listing such national advertisers using radio.

Emerson Establishes Canadian Facilities

ESTABLISHMENT of Emerson Radio of Canada Ltd. to manufacture and merchandise the complete line of Emerson Radio & Phonograph Corp. in that country was an-

CANADA

nounced last week by Benjamin Abrams, president of Emerson. Deliveries of Emerson tv and radio receivers, phonographs and air-conditioning units throughout Canada are expected to start early this month.

Headquarters of the new firm is in Mount Royal, Quebec, at 74 Trenton Ave. Selby J. Sinclair is president of the Canadian company; Norton J. Anderson, general manager, and Rupert K. Grant, sales manager.

XEJ-TV Targets May 17

XEJ-TV Juarez, Mexico, tested station equipment last week preparatory to the start of its commercial operations on May 17.

MEXICO

The station (ch. 5), which is owned and operated by Pedro Meneses Jr., is represented by National Time Sales, New York Mr. Meneses also operates XEJ-AM.

Radio-Tv Signal Study

CAN radio and tv signals start mountain avalanches? Can they set off blasting charges prematurely?

Yngve Hagerman, chief of the mining department of the Swedish Workers Protection Board, has been granted an In-

EUROPE & N. AMERICA

ternational Labor Organization fellowship for a four-nation tour to study such possibilities, as well as methods of protecting workers in blasting operations in France, Germany, Canada and the U. S. ILO is a specialized agency of the United Nations.

Station Authorizations, Applications
(As Compiled by B • T)

April 1 through April 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,532	530	101
CPs on air	7	25	†284
CPs not on air	129	15	190
Total on air	2,539	555	385
Total authorized	2,668	570	575
Applications in hearing	129	4	183
New station requests	163	3	72
Facilities change requests	133	19	25
Total applications pending	883	108	249
Licenses deleted in March	0	4	0
CPs deleted in March	0	0	11

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

• • •

Am and Fm Summary through April 7

	On Air	Licensed	CPS	Appls. Pending	In Hearing
Am	2,541	2,535	134	166	129
Fm	555	530	40	3	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	230	303	533[2]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	247	124	371
Noncommercial on air	2	2	4

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	915	337	708	525	1,234[2]
Educational	25		26	26	52[3]
Total	940	337	734	551	1,286[4]

[1] Sixty-two CPs (12 vhf, 50 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 556 already granted.

• • •

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Wichita, Kan. — KAKE Bcstg. Co. (KAKE), granted vhf ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 947 ft., above ground 997 ft. Estimated construction cost $571,802, first year operating cost $402,000, revenue $405,756. Registered office: 1009 Brown Bldg. Business office: 512 West Douglas, Wichita 2, Kan. Studio and transmitter location: Hydraulic Ave. between 18th and 19th Streets. Geographic coordinates: 37° 46′ 15″ N. Lat., 97° 30″ 55′ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Mark H. Adams** (12.5%), partner in law firm of Adams, Jones, Robinson & Manka, Wichita; Vice President **H. E. Zoller** (24%), independent oil operator; Secretary **Robert B. Dockum** (19%), president of Dockum Drug Co., Wichita; Treasurer **Charles E. Jones** (12.5%), partner in law firm of Adams, Jones, Robinson & Manka, Wichita; **Owen Coe McEwen** (10%), secretary and assistant sales manager of Steffen Dairy Foods Co., Wichita, and **Dwight Merle Rounds** (10%), vice president of Rounds-Porter Lumber Co., Wichita. Granted April 2.

Marquette, Mich.—Peninsula Tv Inc., granted vhf ch. 6 (88-94 mc); ERP 24.5 kw visual, 13.2 kw aural; antenna height above average terrain 630 ft., above ground 508 ft. Estimated construction cost $205,945, first year operating cost $180,000, revenue $200,000. Post office address 2625 W. Wisconsin Ave., Milwaukee, Wis. Studio location to be determined. Transmitter location U. S. Hwy. 41 W of Marquette. Geographic coordinates 46° 31″ 30′ N. Lat., 87° 28″ 57′ W. Long. Transmitter and antenna GE. Consulting engineer D. W. Gellerup, Milwaukee. Principals include President **Jerome Sill** (66%), secretary-treasurer and 25% stockholder WMIL-AM-TV Milwaukee and president-50% stockholder Belle Co., applicant for new tv station on uhf ch. 38 in La Crosse, Wis.; Vice President **Ethel Sill** (1%) and Secretary-Treasurer **Herbert R. Herzberg** (33%), Milwaukee jeweler. Granted April 7.

Gastonia, N. C.—Air Pix Corp., granted uhf ch. 48 (674-680 mc); ERP 14.4 kw visual, 7.59 kw aural; antenna height above average terrain 900 ft., above ground 113 ft. Estimated construction cost $145,560, first year operating cost $200,000, revenue $250,000. Post office address % Bill Bivens, 25 Kingsbury Rd., New Rochelle, N. Y. Studio location to be determined. Transmitter location Crowder Mt., 5½ miles SW of Gastonia. Geographic coordinates 35° 14′ 01″ N. Lat., 81° 16′ 36″ W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President **Coit M. Robinson** (24.31%), yarn manufacturer; Vice President **W. C. (Bill) Bivens** (0.08%), free lance radio-tv producer and announcer; Secretary-Treasurer **Coit M. Robinson Jr.** (0.83%); **C. C. Dickson** (12.57%), air conditioning, and 41 other minority stockholders. Granted April 7.

Seattle, Wash.—Seattle Construction Co., granted uhf ch. 20 (506-512 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 630 ft., above ground 373 ft. Estimated construction cost $223,198, first year operating cost $131,500, revenue $153,700. Post office address 200 W. Mercer St., Seattle. Studio and transmitter location, 1601 1st Ave. N., Seattle. Geographic coordinates 47° 38′ 2″ N. Lat., 122° 21′ 15″ W. Long. Transmitter and antenna RCA. Consulting engineer, Edward J. Schneider, Seattle. Principals include President **Edward J. Schneider** (⅓), investments, construction and real estate; Vice President **William G. Clark** (⅓), investments, construction and real estate, and Secretary-Treasurer **Frank J. Capretto** (⅓), real estate broker. Granted April 7.

APPLICATION

Boston, Mass.—Post Pub. Co., vhf ch. 5 (76-82 mc); ERP 100 kw visual, 60 kw aural; antenna height above average terrain 542 ft., above ground 530 ft. Estimated construction cost $1,332,500, first year operating cost $1,500,000, revenue $2,000,000. Post office address 257 Washington St., Boston. Studio location 489 Boylston St., Boston. Transmitter location 75 Concord Ave., Lexington, Mass. Geographic coordinates 424° 24′ 49″ N. Lat., 71° 12′ 40″ W. Long. Transmitter GE, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **John Fox** (100%), president and publisher of *Boston Post*; Vice President **McHenry Browne**; Vice President **Chester Steadman**, and Vice President **John J. McManus.** Post Pub. Co. has agreed to purchase WCOP-AM-FM and application for assignment of license will be filed shortly. Filed April 6.

APPLICATIONS AMENDED

Klamath Falls, Ore.—KFJI Bcstrs. (KFJI) amends bid for new tv station on vhf ch. 2 to change studio location to 327 Main St., Klamath Falls. Filed March 30.

Clarksburg, W. Va.—J. Patrick Beacom, Timothy P. Beacom & Jennings Randolph d/b as J. Patrick Beacom & Assoc. amends bid for new tv station on uhf ch. 22 to change name to Timothy P. Beacom & Jennings Randolph d/b as Beacom & Assoc.; change studio and transmitter location to Duncan Hill, Clarksburg; ERP to 21.5 kw visual, 10.75 kw aural; antenna height above average terrain 401 ft. Filed April 1.

APPLICATION DISMISSED

Huntington, W. Va.—Ashland Bcstg. Co. FCC Comr. George E. Sterling granted petition to dismiss without prejudice its bid for new tv station on vhf ch. 13. Dismissed April 2.

Existing Tv Stations . . .

ACTIONS BY FCC

KBID Fresno, Calif.—John Poole Bcstg. Co. granted modification of CP for uhf ch. 53 to change ERP to 186 kw visual, 97.7 kw aural; antenna height above average terrain 2,230 ft. Granted March 31; announced April 6.

WALG-TV Albany, Ga.—Herald Pub. Co. granted STA to operate commercially on vhf ch. 10 for the period ending Oct. 10. Granted April 1; announced April 6.

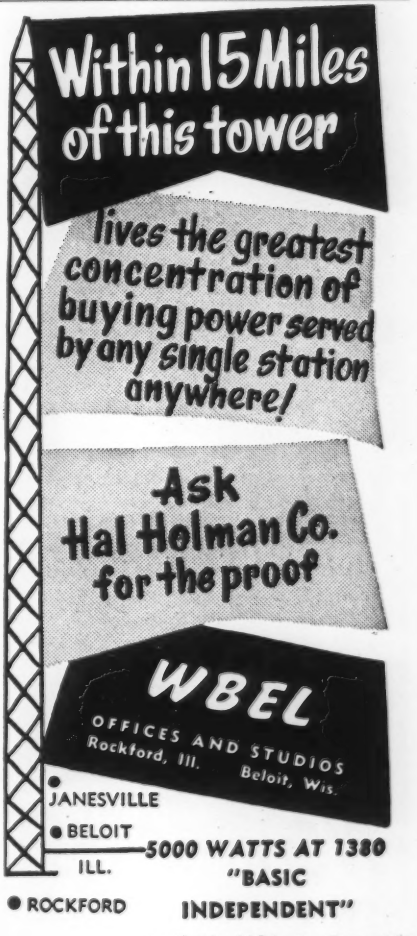
WGBH-TV Boston, Mass.—WGBH Educational Foundation granted modification of CP for noncommercial educational vhf ch. 2 to specify studio location as to be determined; change ERP to 56.2 kw visual, 39.9 kw aural; geographic coordinates to 42° 12′ 42″ W. Lat., 71° 06′ 51″ N. Long. Granted April 1; announced April 6.

WTEV (TV) New Bedford, Mass.—E. Anthony & Sons Inc. granted modification of CP for uhf ch. 28 to change ERP to 240 kw visual, 126 kw aural; antenna height above average terrain 730 ft. Granted March 29; announced April 6.

WGAN-TV Portland, Me.—Guy Gannett Bcstg. Services granted STA to operate commercially on vhf ch. 13 for the period ending July 19. Action March 29; announced April 6.

WHIZ-TV Zanesville, Ohio—Southeastern Ohio Tv System granted modification of CP to specify uhf ch. 18 in lieu of uhf ch. 50; ERP 74.1 kw visual, 40.7 kw aural; antenna height above average terrain 540 ft. Action April 7.

WVEC-TV Hampton, Va. — Peninsula Bcstg. Corp. granted modification of CP for uhf ch. 15 to change ERP to 214 kw visual, 110 kw aural; antenna height above average terrain 480 ft. Granted March 30; announced April 6.



WJPB-TV Fairmont, W. Va.—Fairmont Bcstg. Co. granted modification of CP for uhf ch. 35 to change ERP to 7.08 kw visual, 3.8 kw aural; antenna height above average terrain 240 ft. Granted March 30; announced April 6.

WFAA-TV Dallas, Tex.—A. H. Belo Corp. granted modification of CP for vhf ch. 8 to change ERP to 316 kw visual, 158 kw aural; transmitter location to approximately 1 mile W of Cedar Hill, Tex.; antenna height above average terrain 1,680 ft. Granted April 2; announced April 6.

KRLD-TV Dallas, Tex.—KRLD Radio Corp. granted CP for vhf ch. 4 to change transmitter location to 1 mile W of Cedar Hill, Tex.; ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain to 1,680 ft. Granted April 2; announced April 6.

APPLICATIONS

KFXJ-TV Grand Junction, Colo. — Western Slope Bcstg. Co. seeks modification of CP for vhf ch. 5 to change ERP to 1.29 kw visual, 0.645 kc aural; antenna height above average terrain minus 7 ft. Filed April 1.

WFIE (TV) Evansville, Ind.—Premier Tv Inc. seeks modification of CP for uhf ch. 62 to change ERP to 69 kw visual, 36.3 kw aural; antenna height above average terrain 550 ft. Filed April 2.

KOLN-TV Lincoln, Neb.—Cornhusker Radio & Tv Corp. seeks modification of CP for vhf ch. 12 to change ERP to 27 kw visual, 13.5 kw aural; transmitter location to 40th & W Sts., Lincoln; antenna height above average terrain 362 ft.; geographic coordinates 40° 49′ 43″ W. Lat., 96° 39′ 28″ N. Long. Filed April 1.

WKOW-TV Madison, Wis.—Monoma Bcstg. Co. seeks modification of CP for uhf ch. 27 to change ERP to 202 kw visual, 108 kw aural; antenna height above average terrain 588.25 ft. Filed April 1.

New Am Stations . . .

ACTIONS BY FCC

Mountain Grove, Mo.—Kickapoo Prairie Bcstg. Co. (KICK Springfield, Mo.), granted 1360 kc, 1 kw daytime. Estimated construction cost $29,084, first year operating cost $31,000, revenue $36,000. Principals include President **Floyd W. Jones** (26.4%), Vice President **Lester F. Strauss** (23.6%), and Secretary-Treasurer **Roger H. Taylor** (23.6%). Post office address 610 College St., Springfield. Granted April 7.

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After 16 years, the Jim Deline show is still the top radio variety show of Central New York. Sponsors' sales figures prove it. Participating, Monday through Saturday,

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WSYR ACUSE
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Glasgow, Mont.—James C. Carson, Charles L. Scofield & Willard L. Holter d/b as The Glasgow Bcstg. Co., granted 1240 kc, 250 w unlimited. Estimated construction cost $15,225, first year operating cost $36,000, revenue $40,000. Principals in partnership include **President James C. Carson**, ½ partner KWBW Williston, N. D.; **Charles L. Scofield**, ½ partner KWBW, and **Willard L. Holter**, sales manager KWBW. Post office address % C. L. Scofield, Box 198, Williston, N. D. Granted April 7.

Tabor City, N. C.—Tabor City Bcstg. Co., granted 1370 kc, 1 kw daytime. Estimated construction cost $6,250, first year operating cost $36,000, revenue $54,000. Principals include President **John B. Ward Sr.** (30%), real estate; Vice President **J. M. Soles Jr.** (20%), coin operated music machines, and Secretary-Treasurer **Isadore Kramer** (10%), department store owner. Post office address % John B. Ward Sr., Longwood, N. C. Granted April 7.

APPLICATIONS

Quitman, Ga.—Emerson W. Browne & John Franklin Proctor d/b as Brooks County Bcstg. Co., 1490 kc, 250 w daytime. Post office address % Emerson W. Browne, Cocoa, Fla. Estimated construction cost $9,100, first year operating cost $18,000, revenue $36,000. Principals in general partnership include **Emerson W. Browne** (50%), ⅓ owner WKKO Cocoa, Fla., WCLB Camilla, Ga., and applicant for new am station at Kissimmee, Fla., and **John Franklin Proctor** (50%), chief engineer WWGS Tifton, Ga. Filed April 1.

Monroe, La.—Howard E. Griffith, 1360 kc, 500 w daytime. Post office address 3708 DeSiard St., Monroe. Estimated construction cost $8,800, first year operating cost $35,000, revenue $30,000. **Mr. Griffith** is former president-49% owner KFAZ Monroe. Filed April 5.

Logan, Utah—Atlas Engineering Co., 1390 kc, 500 w daytime. Post office address 1870 Atkin Ave., Salt Lake City. Estimated construction cost $14,845, first year operating cost $24,000, revenue $32,000. Principals include President **Obed C. Haycock** (66.6%), professor at U. of Utah; Secretary-Treasurer **W. A. Haycock** (33.3%), engineer at KSLM Salt Lake City, and president-97% stockholder Atlas Electric Co. Filed April 1.

APPLICATIONS AMENDED

Newburyport, Mass. — Theodore Feinstein amends application for new am station on 1340 kc 250 w unlimited to specify 1470 kc 500 w daytime. Filed April 1.

West Chester, Pa.—Miners Bcstg. Service Inc. amends application for new am station on 1480 kc 500 w daytime to specify 900 kc. Filed April 1.

APPLICATIONS DISMISSED

Layfayette, La.—Gray Lott Sr. FCC dismissed application for new am station on 1570 kc 250 w daytime at request of applicant. Dismissed April 1.

Martinsville, Va.—Harry A. Epperson Jr. FCC dismissed bid for new am station on 1300 kc 1 kw daytime at request of attorney. Dismissed April 5.

Fond du Lac, Wis.—Fond du Lac Bcstg. Co. FCC dismissed bid for new am station on 1600 kc 500 w daytime at request of attorney. Dismissed April 5.

Existing Am Stations . . .

ACTIONS BY FCC

WFRL Freeport, Ill.—Freeport Bcstg. Co., granted authority to sign off at 6 p.m. during the months of April through August. Action March 31; announced April 6.

WKOX Framingham, Mass.—WKOX Inc. granted authority to sign off at 6 p.m. (EST), during the period of daylight saving time from last week of April until the end of September. Action April 2; announced April 6.

STATION DELETED

WJBY Gadsden, Ala.—Gadsden Bcstg. Co. granted request to cancel license and delete call letters. Deleted March 23.

APPLICATIONS

WONN Lakeland, Fla.—Coastal Bcstg. Co., seeks CP to change from 1230 kc 250 w to 910 kc 1 kw night, directional, 5 kw day. Filed April 6.

WPRT Prestonburg, Ky.—D. C. Stephens tr/as Kentucky Mountain Bcstg. Co., seeks CP to change from 960 kc 1 kw day to 1270 kc 5 kw day. Filed April 6.

WCEM Cambridge, Md.—The Shore Bcstg. Co., seeks CP to change from 100 w unlimited to 250 w unlimited on 1240 kc. Filed March 30.

KERG Eugene, Ore.—Guard Pub. Co., seeks CP to increase power from 1 kw to 5 kw. Filed April 1.

WNVA Norton, Va.—Blanfox Radio Co., seeks CP to change from 1450 kc 250 w, daytime to 1050 kc 1 kw unlimited. Contingent on WRIC Richland, Va., change in facilities. Filed April 3.

Ownership Changes . . .

ACTIONS BY FCC

WKEI Kewanee, Ill.—E. D. Scandrett, Harold B. Rothrock & Ray F. Knochel d/b as Kee Bcstg. Co., granted voluntary assignment of license to WKEI Bcstg. Co. No consideration involved as each partner retains ⅓ interest. Granted March 31.

WGAC Augusta, Ga.—Twin States Bcstg. Co., granted voluntary acquisition of negative control by Millwee Owens and G. R. Boswell through purchase of remaining ⅓ interest from F. Frederick Kennedy for $9,000. Messrs. Owens and Boswell will now each own 50% interest. Granted April 7.

WORX-AM-FM Madison, Ind.—Frances Knight (Breckinridge) & Charles N. Cutler d/b as Knight-Cutler System, granted voluntary assignment to Electronic Laboratories Inc. for $30,000. Principals include President **Clarence E. Henson** (58.30%); Vice President **Elmer Sulzer** (13.35%), director of radio-tv U. of Ind.; Vice President **J. Emmet Graft** (13.35%), engineer WHAS Louisville, Ky., and Secretary **Thomas L. Le Vesque** (11.10%). Granted April 7.

KPIG Cedar Rapids, Iowa—Cedar Rapids Bcstg. Corp., granted transfer of control to Dakota County Realty Co. and six individuals for $69,875. Principals include President **John C. Kelly** (25%), 24.8% stockholder KTRI Sioux City, Iowa, and vice president *Journal Tribune* (Sioux City); Vice President **Eugene F. Kelly** (25%), 24.8% stockholder KTRI, and vice president *Journal Tribune;* Vice President **Fred T. Kelly** (25%), 25.2% stockholder KTRI, and Secretary-Treasurer **Lennon Kelly** (25%), president-24.8% stockholder KTRI. Granted April 7.

KJEF Jennings, La.—Jennings Bcstg. Co., granted voluntary transfer of control to Clovis L. Bailey through purchase of 75% interest from Maxwell J. Thomas (50%) and B. Hillman Bailey Jr. (25%) for $14,203. Mr. Bailey will now be sole owner. Granted April 7.

WRBC Jackson, Miss.—Rebel Bcstg. Co., a partnership, granted voluntary assignment of license to Rebel Bcstg. Co. of Miss. No consideration involved as each partner retains identical interest in new company. Granted March 30.

KFAB Lincoln, Neb.—KFAB Bcstg. Co., granted voluntary relinquishment of negative control by Sidles Co. and Journal Star Printing Co. through sale of 275 shares of stock to four employes of KFAB for $39,545. Principals include **Harry D. Burke** (105 shares); **R. Lyell Bremser** (105 shares); **Harold A. Sonderlund** (55 shares), and **William E. Macdonald** (10 shares). Granted April 7.

WWST-AM-FM Wooster, Ohio—Wooster Republican Printing Co., granted voluntary transfer of control to Raymond Dix and Robert Dix co-executors of the estate of E. C. Dix (56.1%), deceased. Granted April 2.

WNRI Woonsocket, R. I.—Raymond A. Mailloux, Jack C. Salera & Roger A. Nault d/b as Friendly Bcstg. Co., granted involuntary assignment of permit to Antoinette D. Mailloux, administrator of the estate of Raymond A. Mailloux (47½%), deceased, Jack C. Salera & Roger A. Nault d/b as Friendly Bcstg. Co. Granted April 2.

WTMA-AM-FM Charleston, S. C.—Atlantic Coast Bcstg. Co., granted voluntary assignment to parent company, Evening Post Pub. Co. Granted March 29.

KBMT (TV) Beaumont, Tex.—Tv Bcstrs. Inc., granted voluntary acquisition of negative control by N. D. Williams & Randolph C. Reed from J. A. Newburn Jr. and Jack S. Josey through purchase of remaining 50% interest for $5,000. Granted April 7.

KTLG (TV) Corpus Christi, Tex.—H. L. Hunt, granted voluntary assignment of CP for uhf ch. 43 to Trinity Bcstg. Corp. for $5,608.21 which represents cost expended in obtaining permit. Trinity is licensee of KLIF Dallas and KELP

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El Paso. Principals include President **Barton R. McLendon** (50%); Vice President **Gordon B. McLendon** (49%); and Secretary-Treasurer **John Robert Euler** (1%). Granted April 7.

WKOV Clarksburg, W. Va.—Stephen H. Kovalan granted assignment of license to The Family Bcstg. Co. for $12,000. Principals include President **Stephan Kovalan** (45%); Vice President Dexter Parks Robinson (25%), general manager-engineer WKOV; Treasurer **Kenneth Williams** (5%), WKOV station manager; Secretary **John E. Wilson** (5%), WKOV sales manager; **James D. Sinyard** (10%), stockholder in WATH Athens, Ohio, and **Andrew H. Kovalan** (10%), stockholder of WATH. Granted March 30.

WBIZ Eau Claire, Wis.—WBIZ Inc., granted transfer of control to Howard G. Bill through sale of all stock for $15,000. Mr. Bill is former director-6.37% stockholder WDZ Decatur, Ill. Granted April 7.

APPLICATIONS

KBAK Bakersfield, Calif.—Bakersfield Bcstg. Corp., seeks voluntary acquisition of control by The Chronicle Pub. Co. through purchase of 25% interest of John P. Hearne for $30,000 and 23⅓% interest of Charles deYoung Thieriot for $37,501. Chronicle Pub. Co., licensee of KRON-FM-TV San Francisco, will now own 97⅓% interest. Mr. Thieriot retains 1⅔% interest. Filed April 1.

KBMX Coalinga, Calif.—Rea D. Bowman & Benjamin Bowman d/b as Pleasant Valley Radio Co., seeks voluntary assignment of license to Harry L. Brown & Clifford S. Lantz d/b as Westside Bcstg. Co. for $8,000. Principals in general partnership include Harry R. Brown (½), former KBMX station manager, and Clifford S. Lanz (½), former engineer KREO Indio, Calif. Filed April 1.

WJWL Georgetown, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WRAD Radford, Va.; WHRN (TV) Dover, Del.—Rollins Bcstg. Inc., seeks voluntary acquisition of negative control by O. Wayne Rollins through purchase of 16.7% interest for $12,500. Mr. Rollins will now own 50%. Filed March 26.

WARN Ft. Pierce, Fla.—Claude C. Tillman Jr. and Murray C. Tillman d/b as Hurricane Bcstg. Service, seek voluntary assignment of license to corporation of the same name. No consideration involved as each partner retains identical interest. Filed March 30.

WSTN St. Augustine, Fla.—Ben Ackerman & Thomas S. Carr d/b as Saint Augustine Bcstg. Co., seek assignment of license to new corporation, **Saint Augustine Bcstg. Co. No consideration** involved as principals retain identical interests. Filed April 2.

WCNU Crestview, Fla.—H. French Brown & Charles C. O'Neal, administrator of the estate of D. Grady O'Neal (50%), d/b as Gulf Shores Bcstg. Co., seek involuntary assignment of license to H. French Brown and Virginia Monroe O'Neal, administratrix of the estate of D. Grady O'Neal (50%), d/b as Gulf Shores Bcstg. Co. Resubmitted April 2.

WKID-AM-FM Urbana, Ill.—Robert E. J. Snyder & Gene W. Phillippe d/b as Sterling Bcstg. Co., seek voluntary assignment of license to WKID Bcstg. Co. for $72,500. Principals include President **Donald T. Harding** (22%), sales department of Edward Petry & Co., Chicago, station representative; Vice President-Treasurer **Allen H. Embury** (22%), president-20% stockholder KPIG Cedar Rapids, Iowa; Vice President **Jerry Glynn Jr.** (22%), salesman AM Radio Sales Co., Chicago; Vice President **George W. Lyons** (22%), salesman CBS Radio Network, and Secretary **William T. Firman** (12%), CBS Salesman. Filed March 29.

WREB Holyoke, Mass.—Valley Bcstg. Corp., seeks voluntary transfer of control to Wakelin Realty Corp. through sale of 197 shares of stock for $19,700. Principals include President **William B. Wakelin** (34.9%); Treasurer **Abbie H. Wakelin** (10%); **James A. Wakelin** (20%), and **Helen Dornbush** (20%). All principals deal in real estate. Filed March 31.

WKHM Jackson, Mich.—Jackson Bcstg. & Tv Corp., seeks voluntary assignment of license to new corporation with same name. Application is for merger with Parmavision Inc. to finance construction and operation of proposed new tv station on vhf ch. 10. Principals include President **Frederick A. Knorr,** Vice President **Harvey R. Hansen,** and Secretary-Treasurer **William H. McCoy** will each now own 21.9% interest. There are 21 other minor stockholders. Filed April 2.

KTTS-AM-FM-TV Springfield, Mo.—Independent Bcstg. Co., seeks voluntary transfer of control (56.47%) to **J. H. G. Cooper** as proxy for **J. H. G. Cooper** and his sons **John O. Cooper** and **James H. Cooper.** Consideration will be ⅓ book value of these shares for each son. Filed March 30.

WCOJ Coatesville, Pa.—Chester County Bcstg. Service, seeks voluntary acquisition of negative control by William S. Halpern and Louis N. Seltzer through purchase by corporation of ⅓ interest of Mr. Richard Scully Jr. for $21,500. Messrs. Halpern and Seltzer will each now own 50% interest. Filed March 30.

WKAQ-TV San Juan, P. R.—El Mundo Bcstg. Corp., seeks assignment of CP for vhf ch. 2 to El Mundo Inc. No consideration involved as President Angel Ramoz retains sole ownership. Filed March 31.

KXLY-AM-TV Spokane, Wash.—Symons Bcstg. Co., Northern Pacific Tv d/b as KXLY-TV, seek voluntary assignment of CP for ch. 4 outlet to Northern Pacific Tv Corp. No consideration involved as purpose of application is to remove subsidiary Symons Bcstg. Co. Standard outlet will be owned by Northern Pacific Radio Corp. Filed March 30.

WBEL Beloit, Wis.—Beloit Bcstrs. Inc., seeks voluntary acquisition of negative control by Lloyd Burlingham & Russell G. Salter through purchase of remaining ⅓ interest from L. D. Fitzgibbons for $27,500. Messrs. Burlingham & Salter will each now own 50% interest. Filed April 5.

Hearing Cases . . .

INITIAL DECISION

Savannah, Ga.—New tv, vhf ch. 3. FCC hearing examiner James D. Cunningham issued initial decision looking towards grant of the application of WSAV for new tv station in Savannah, Ga., on ch. 3, with ERP of 29.7 kw visual, 14.9 kw aural, subject to condition that applicant's presently proposed antenna tower base and combined transmitter-projection-control room on the 12th floor (roof) of the Liberty National Bank Building, Savannah, concerning which construction began without authorization, shall not be utilized under such permit. The application of WJIV for the same channel was denied. Action April 5.

OTHER ACTIONS

Dothan, Ala.—Vhf ch. 9 proceeding. FCC scheduled of hearing on May 7 applications of WOOF and Ala-Fla-Ga Tv Inc. for new tv station on vhf ch. 9. Action April 7.

FM Allocation—FCC adopted orders amending the fm allocation plan as follows: Goldsboro, N. C.—Delete ch. 227 and add 245; Kinston, N. C. —Delete ch. 245 and add 260; Jacksonville, N. C. —Delete ch. 260 and add 271; Effingham, Ill.—Add ch 239 and delete that channel from Peoria, Ill. All of the above changes are effective immediately. Action April 7.

Tampa, Fla.—Vhf ch. 13 proceeding. Commission scheduled oral argument for May 3, in the proceeding re applications of Tampa Times Co., Tampa Bcstg. Co., and Orange Television Bcstg. Co., for ch. 13 in Tampa, Fla. Action April 2.

Chicago, Ill.—Ch. 2 proceeding. By memorandum opinion and order, the Commission designated for hearing, to start April 30, application of Zenith Radio Corp. for new tv station on ch. 2 in Chicago and Columbia Broadcasting System Inc., for renewal of license of WBBM-TV now operating on that channel. Comr. Hennock absent. Action April 1.

Harvard, Rockford, Evanston, Ill.—By order, the Commission granted petition filed by Esther Blodgett in connection with her application for new am station at Harvard, Ill., to the extent that (1) the requirements of Section 1.389 of the rules are waived, and (2) the issues in the proceeding are enlarged to include consideration of fair, efficient and equitable distribution of radio service; but denied petition in other respects. Blodgett application is in competition with Winnebago Bcstg. Co., Rockford, Ill., WNMP Evanston, Ill. Action April 2.

New Orleans, La.—Vhf ch. 4 proceeding. By order, the Commission affirmed action of hearing examiner on Jan. 8, in denying petition filed Dec. 28, by James A. Noe and Co. requesting leave to change proposed studio location and increase cost of acquiring or constructing buildings in connection with application for new tv station on ch. 4 in New Orleans, La., in competition with Loyola University and The Times-Picayune Publishing Co. Action April 2.

St. Louis, East St. Louis, Mo.—Ch. 11 proceeding. By order, the Commission denied motion filed Dec. 16 by St. Louis Telecast Inc., requesting enlargement, change or clarification of the hearing issues as regards Columbia Broadcasting System Inc., in proceeding involving applications for new tv station in St. Louis, Mo.-East St. Louis, Ill., for ch. 11. Action April 2.

Mansfield, Ohio—Uhf ch. 36 proceeding. By order, the Commission denied motion by the Mansfield Journal Co. to change the issues in the proceeding involving applications by it and Fergum Theatres Inc., for new tv station on ch. 36 at Mansfield, Ohio. Action April 2.

Proposed Amendment to Chain Bcstg. Rules—The Commission proposed revising Section 3.658(b) of its Chain Broadcasting rules relating to right of television broadcast stations to contract for territorial exclusivity with network organizations. Under present provisions, network affiliate which covers substantial portion of service area of a station located in another community may, if it has so contracted with the network, preclude the other station from carrying particular network programs, even though the programs' sponsors and the network desire that they be broadcast by the latter station. The Commission now proposes to revise that particular section to preclude a network affiliate from contracting with its network to prevent a station located in another community from carrying programs of the network. Comments will be received on or before May 3. Commissioner Doerfer dissented. Action April 1.

Tv Allocation—Vhf ch. 3 to Rapid City, S. D. FCC, by report and order pursuant to rule making proceedings amended the table of tv assignments and added ch. 3 to Rapid City, S. D., effective 30 days after publication in the *Federal Register*. Action April 1.

Corpus Christi, Tex.—Vhf ch. 10 proceeding. By memorandum opinion and order, the Commission denied appeal filed Jan. 5 by Superior Tv Inc., requesting the Commission to reverse an order of the hearing examiner to the extent that it would permit K-SIX Tv Inc., to incorporate a showing of its ability to effectuate fund proposals shown in its application and to restrict such showing to the funds allocated, in proceeding involving applications for new tv station on ch. 10 in Corpus Christi, Tex. Action April 2.

Hearing Calendar . . .

April 12

Binghamton-Endicott, N. Y.—Uhf ch. 40, further hearing before Examiner William G. Butts—WINR Binghamton, WENE Endicott.

Biloxi, Miss.—Vhf ch. 13, further hearing before Examiner Harold L. Schilz—WLOX, WVMI.

April 13

Birmingham, Ala.—690 kc, before Examiner Basil P. Cooper—WVOK Birmingham, WWEZ New Orleans.

Ft. Scott, Kan.—New am, 1370 kc, further prehearing conference before Examiner William G. Butts—Lloyd C. McKenney & John J. Daly d/b as Carthage Bcstg. Co., KWRT Boonville, Mo.

April 15

Harselle, Ala.—New am, 860 kc, before Examiner James D. Cunningham—Dorsey Eugene Newman, WERD Atlanta, WDMG Douglas, Ga., WAMI Opp, Ala.

Ft. Scott, Kan.—New am, 1370 kc, before Examiner William G. Butts—Lloyd C. McKenney & John J. Daly d/b as Carthage Bcstg. Co., KWRT Boonville, Mo.

Routine Roundup . . .

March 25 Applications

ACCEPTED FOR FILING

License for CP

KLIK Jefferson City, Mo., Empire Bcstg. Co.—License to cover construction permit (BP-8151) as modified, which authorized new standard broadcast station (BL-5236).

KNDC Hettinger, N. D., Hettinger Bcstg. Co.—License to cover construction permit (BP-8905) as modified, which authorized new standard broadcast station (BL-5235).

Renewal of License

WWWF Fayette, Ala., Bankhead Bcstg. Co. (BR-2338); WCRI Scottsboro, Ala., Pat M. Courington (BR-2478); WMTR Morristown, N. J., Morristown Bcstg. Corp. (BR-2199); WNJR Newark, N. J., The Evening News Pub. Co. (BR-174); WMBO Auburn, N. Y., WMBO Inc. (BR-212); WINR Binghamton, N. Y., Southern Tier Radio Service Inc. (BR-1263); WHUC Hudson, N. Y., The Colgren Bcstg. Co. (BR-1782); WICY Malone, N. Y., North Country Bcstg. Co. (BR-1363). WMSA Massena, N. Y., The Brockway Co. (BR-1228); WINS New York, N. Y., Crosley Bcstg. Corp. (BR-211); WMCA New York, N. Y., WMCA Inc. (BR-171); WNBC New York, N. Y., National Bcstg. Co. (BR-246); WHLD Niagara Falls, N. Y., The Niagara Falls Gazette Pub. Co. (BR-1060); WNYC New York, N. Y., City of New York, Municipal Bcstg. System (BR-241); WIRY, Plattsburg, N. Y., Clinton County Bcstg. Corp. (BR-2415); WHEC Rochester, N. Y., WHEC Inc. (BR-258); WIBX Utica, N. Y., WIBX Inc. (BR-269); KORC Mineral Wells, Tex., Raymond W. River (BR-1448); WTSA Brattleboro, Vt., Granite State Bcstg. Corp. (BR-2469).

KLOK San Jose, Calif., Valley Bcstg. Co. (BR-1369); WJMR New Orleans, La., Supreme Bcstg. Co. (BR-1517); WJLK Asbury Park, N. J., Asbury Park Press Inc. (BR-181); WKDN Camden, N. J., South Jersey Bcstg. Co. (BR-2192); WPAT Paterson, N. J., North Jersey Bcstg. Co. (BR-1145); WPTR Albany, N. Y., Patroon Bcstg. Co. (BR-2787); WKOP Binghamton, N. Y., The Binghamton Bcstrs. Inc. (BR-1607); WKRT Cortland, N. Y., Radio Cortland Inc. (BR-1851); WJOC Jamestown, N. Y., Air Waves Inc. (BR-1871); WJTN Jamestown, N. Y., James Bcstg. Co. (BR-234); WKNY Kingston, N. Y., Kingston Bcstg. Corp. (BR-1043); WOV New York, N. Y., Wodaam Corp. (BR-823); WJJL Niagara Falls, N. Y., John J. Laux (BR-1862); WKIP Poughkeepsie, N. Y., Dutchess County Bcstg. Corp. (BR-1063); WRNY Rochester, N. Y., Monroe Bcstg. Co. (BR-1589); WOLF Syracuse, N. Y., Civic Bcstg. Corp. (BR-1057).

KMTV (TV) Omaha, Neb., May Bcstg. Co. (BRCT-67); WOW-TV Omaha, Neb., Meredith WOW Inc. (BRCT-39); WCBS-TV New York, N. Y., Columbia Bcstg. System Inc. (BRCT-3); WKTV (TV) Deerfield, Nr. Utica, N. Y., Copper City Bcstg. Corp. (BRCT-52).

WNBF-TV Binghamton, N. Y., Clark Associates, Inc. (BRCT-29); WBEN-TV Buffalo, N. Y., WBEN Inc. (BRCT-11); WABD (TV) New York, N. Y., Allen B. DuMont Labs Inc. (BRCT-6); WOR-TV New York, N. Y., General Teleradio Inc. (BRCT-71); WPIX (TV) New York, N. Y., WPIX Inc. (BRCT-98); KOTV (TV) Tulsa, Okla., Wrather-Alvarez Inc. (BRCT-40).

License for CP

WBUZ Oakland, Md., Chesapeake Bcstg. Co.—License to cover construction permit (BPH-1930) which replaced expired permit (BLH-957).

WXHR Woburn, Mass., Middlesex Bcstg. Corp.—License to cover construction permit (BPH-1920) which authorized changes in licensed station (BLH-955).

KDKA-FM Pittsburgh, Pa., Westinghouse Bcstg. Co.—License to cover construction permit (BPH-1923) which authorized changes in licensed station (BLH-956).

WHHI (FM) Madison, Wis., State of Wisconsin State Radio Council—License to cover construction permit (BPED-233) which authorized changes in licensed station (BLED-147).

KUAM, Agana City, Guam, Radio Guam—License to cover construction permit (BP-8774) as modified, which authorized new standard broadcast station (BL-5237).

KREM Spokane, Wash., Louis Wasmer—License to cover construction permit (BP-8712) as modified in part for 5 kw day, employing transmitter specified in construction permit (BL-5238).

Modification of CP

WCSC-TV Charleston, S. C., WCSC Inc.—Mod. of CP (BPCT-808) as mod., which authorized new tv station for extension of completion date to 10-4-54 (BMPCT-1992).

WJDW (TV) Boston, Mass., J. D. Wrather Jr.—Mod. of CP (BPCT-1656) which authorized new tv station for extension of completion date to 12-12-54 (BMPCT-1996).

KULA-TV Honolulu, Hawaii, Pacific Frontier Bcstg. Co.—Mod. of CP (BPCT-1671) as mod., which authorized new tv station for extension of completion date to 11-1-54 (BMPCT-1995).

WMGT (TV) Adams, Mass., Greylock Bcstg. Co.—Mod. of CP (BPCT-1259) as mod., which authorized new tv station for extension of completion date to October 1954 (BMPCT-1994).

KFEQ-TV St. Joseph, Mo., KFEQ Inc.—Mod. of CP (BPCT-425) as mod., which authorized new tv station for extension of completion date to 6-15-54 (BMPCT-1993).

March 26 Applications

ACCEPTED FOR FILING

Application Returned

WAGS Bishopville, S. C., H. L. Ginsberg, A. Ray Godshall, James B. Jefferies, Claude W. Smith, Helen G. Smith, and Gladys A. Johnston d/b as Lee County Bcstg. Co.—License to cover construction permit (BP-8703) as reinstated and modified which authorized new standard broadcast station. (Engr. dated after Sec. I.)

Remote Control

KFAC-FM Los Angeles, Calif., Los Angeles Bcstg. Co. (BRCH-80).

Renewal of License

WCLI-FM Corning, N. Y., Radio Corning Inc.—Informal request for renewal of license (BRH-76).

KSDB-FM Manhattan, Kan., Kansas State College of Agriculture & Applied Science (BRED-78).

WDSU-TV New Orleans, La., WDSU Bcstg. Corp. (BRCT-19); **WHAM-TV Rochester, N. Y., Stromberg-Carlson Co.** (BRCT-89).

Modification of CP

KVVG (TV) Tulare, Calif., Sheldon Anderson—Mod. of CP (BPCT-834) as mod., which authorized a new tv station for extension of completion date to 10-1-54 (BMPCT-2003).

WTVI (TV) Belleville, Ill., Signal Hill Telecasting Corp.—Mod. of CP (BPCT-1381) as mod., which authorized new tv station for extension of completion date to 7-30-54 (BMPCT-1997).

WPTV (TV) Ashland, Ky., Albert S. Polan, et al d/b as Polan Industries—Mod. of CP (BPCT-1009) as mod., which authorized new tv station for extension of completion date to 10-13-54 (BMPCT-2002).

WLTV (TV) Wheeling, W. Va., Albert S. Polan, et al d/b as Polan Industries—Mod. of CP (BPCT-1048) as mod., which authorized new tv station for extension of completion date to 10-11-54 (BMPCT-2001).

March 30 Applications

ACCEPTED FOR FILING

Modification of CP

WJMR-TV New Orleans, La., Supreme Bcstg. Co.—Mod. of CP (BPCT-1447) as mod., which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-2000).

License for CP

KGUL-TV Galveston, Tex., Gulf Tv Co.—License to cover CP (BPCT-1108) which authorized new tv station (BLCT-189).

April 1 Decisions

BROADCAST ACTIONS

The Commission en banc, by Commissioners Webster (Acting Chairman), Sterling, Hennock, Bartley, Doerfer and Lee, took the following actions on April 1:

Boston, Mass., General Teleradio Inc.—Is being advised that broadcast holdings appear to be not in compliance with multiple ownership rules which preclude direct or indirect interest in more than 7 am, 7 fm and 5 tv stations; comments are requested by May 10. Records indicate General Teleradio and General Tire & Rubber Co. (90% owner of General Teleradio) and their officers and directors own or have interest in 10 am, 4 fm and 5 tv stations, namely: WNAC-AM-FM-TV Boston; WOR-AM-FM-TV New York City; KHJ-AM-FM-TV Hollywood; WEAN-AM Providence; KFRC-AM San Francisco; KGB-AM San Diego; WGTH-AM-TV Hartford; WARE-AM Ware, Mass.; WSJS-AM-TV Winston-Salem; and WJW-AM-FM Cleveland.

Renewal of License

WCOP-FM Boston, Mass., Thomas B. Baker Jr., Alvin G. Beaman and Roy V. Whisnand—Granted renewal of license for the regular period.

April 2 Decisions

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

WJBK Detroit, Mich., Storer Bcstg. Co.—On petition of WJBK extended to March 30 the time in which to file opposition to "Petition for Interim Relief," etc. (Docket 8691 et al), filed by KSTP Inc.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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By Hearing Examiner James D. Cunningham

Savannah, Ga., WSAV Inc., WJIV-TV Inc.—Dismissed document filed on Dec. 28, 1953, by WJIV, which is a reply to proposed findings of WSAV; and denied motion of WSAV filed Jan. 25 for leave to file supplemental brief (Dockets 10517-18).

By Hearing Examiner H. Gifford Irion

Las Vegas, Nev., Desert Television Co.—Ordered hearing to reconvene on April 30 in re application for ch. 13 (Docket 10895).

By Hearing Examiner Claire W. Hardy

Memphis, Tenn., WREC Bcstg. Service, WMPS Inc.—Postponed from April 5 to April 19 the date for taking depositions in re tv ch. 3 (Dockets 10761-62).

By Hearing Examiner Elizabeth C. Smith

New Orleans, La., Loyola University—Granted petition to amend its application (Docket 8936; BPCT-359) for ch. 4, to delete references to Rev. Theo A. Ray, S.J., who died on Feb. 26, 1954.

By Hearing Examiner Charles J. Frederick

Ordered (1) that the record in the proceeding re applications of Beachview Bcstg. Corp., Norfolk, Va., and Portsmouth Radio Corp., Portsmouth, Va., for ch. 10 (Dockets 10800-01), be kept open until the Commission has acted on petitions before it, and that the two applicants shall file their proposed findings on or before April 30, 1954; (2) on his own motion, the Examiner ordered stricken "The Opposition to Petition To Enlarge Issues" filed by Portsmouth on March 22 because it applies to a moot issue; (3) by Memorandum Opinion and Order granted petition of Portsmouth filed Jan. 28 with respect to Item 11 of the proposed amendment attached thereto, and the application of Portsmouth (Docket 10801) was amended in conformity with Item 11. (Action 3/30.)

Norfolk, Va., Beachview Bcstg. Corp.; Portsmouth, Va., Portsmouth Radio Corp.—Adopted an Order amending Points of Reliance in this proceeding (Dockets 10800-01). (Action taken 3/24.)

Hastings, Neb., The Seaton Pub. Co., Strand Amusement Co.—Gave notice of a Pre-Hearing Conference to be held April 12 in re applications for ch. 5 (Dockets 10965-66). (Action 4/1.)

By Hearing Examiner William G. Butts

Fort Scott, Kan., Carthage Bcstg. Co.—Gave notice of further prehearing conference in re application for am construction permit (Docket 10945) to be held April 13, and granted petition of applicant to continue hearing from April 6 to April 15.

By Hearing Examiner John B. Poindexter

Clarksburg, W. Va., Beacom & Associates—Granted petition to amend its tv application for ch. 22 (Docket 10871; BPCT-1708), to show withdrawal from partnership of J. Patrick Beacom whose interest has been assumed by Timothy P. Beacom; to change location of antenna. Application as amended removed from hearing docket and returned to processing line.

April 2 Applications

ACCEPTED FOR FILING

Modification of CP

KAMD Camden, Ark., Camden Radio Inc.—Mod. of CP (BP-9043) as mod., to make changes in the antenna system for increase in height, for extension of commencement and completion dates (BMP-6481).

Construction Permits

WAOK Atlanta, Ga., J. W. Woodruff tr/as Atlanta Bcstg. Co.—CP for installation of new transmitter as auxiliary transmitter at present location of the main transmitter on 1380 kc, with power of 250 w, for auxiliary purposes. Amended to change name to WAOK Bcstg. Co. (BP-9198).

Charleston, Ill., Friendly City Bcstrs., a partnership consisting of Jack G. Owens, Betty Jane Owens and Betty Jane Owens, Trustee—CP for new standard broadcast station on 1270 kc with power of 1 kw, daytime hours of operation using directional antenna. Amended to change name to Friendly City Bcstrs., a partnership consisting of Jack G. Owens, Betty Jane Owens and Betty Jane Owens, Trustee for Sheila Owens, Jacqueline Owens and Jill Owens (BP-9110).

Modification of CP

WHIZ Zanesville, Ohio, Southeastern Ohio Bcstg. System Inc.—Mod. of CP (BP-8194) as mod., which authorized change transmitter and studio locations and changes in antenna for extension of completion date (BMP-6479).

Remote Control

WACL Waycross, Ga., Teletronics Inc. (BRC-348); WKGN Knoxville, Tenn., WKGN Bcstg. Co. (BRC-345); WDXL Lexington, Tenn., Lexington Bcstg. Co. (BRC-347); WHAL Shelbyville, Tenn., The Shelbyville Bcstg. Co. (BRC-343); KDUB Lubbock, Tex., Texas Telecasting Inc. (BRC-346).

Application for Remote Control Returned

KFST Ft. Stockton, Tex., Ft. Stockton Bcstg. Co., V. T. Anderson, et/al—Application not notarized.

Renewal of License

WLEW Bad Axe, Mich., Port Huron Bcstg. Co. (BR-2420); WOKO Albany, N. Y., Governor Dongan Bcstg. Corp. (BR-2584); WLEA Hornell, N. Y., Hornell Bcstg. Corp. (BR-2645); WWHG Hornell, N. Y., The W. H. Greenhow Co. (BR-2122); WGAT New Hartford, N. Y., Central Bcstg. Co. (BR-1472); WOR New York, N. Y., General Teleradio Inc. (BR-177); WOKW Sturgeon Bay, Wis., Deer County Radio Co. (BR-2610).

Modification of CP

WWOL-FM Buffalo, N. Y., Leon Wyskatycki tr/as Greater Erie Bcstg. Co.—Mod. of CP (BPH-1177) as mod., which authorized new fm station for extension of completion date (BMPH-4903).

WMSL-TV Decatur, Ala., The Tennessee Valley Bcstg. Co.—Mod. of CP (BPCT-1488) as mod., which authorized new tv station, for extension of completion date to 7-25-54. (BMPCT-2021).

KOY-TV Phoenix, Ariz., KOY Bcstg. Co.—Mod. of CP (BPCT-1637) as mod., which authorized new tv station, for extension of completion date to 10-31-54 (BMPCT-2018).

KOOL-TV Phoenix, Ariz., Maricopa Bcstrs Inc.—Mod. of CP (BPCT-778) as mod., which authorized new tv station, for extension of completion date to 10-31-54 (BMPCT-2017).

KARK-TV Little Rock, Ark., Arkansas Radio and Equipment Co.—Mod. of CP (BPCT-810) as mod., which authorized new tv station, for extension of completion date to 10-20-54 (BMPCT-2011).

KKTV (TV) Colorado Springs, Colo., Tv Colorado Inc.—Mod. of CP (BPCT-886) as mod., which authorized new tv station, for extension of completion date to 10-26-54 (BMPCT-2016).

KTVH (TV) Hutchinson, Kan., Hutchinson Tv Inc.—Mod. of CP (BPCT-1244) as mod., which authorized new tv station, for extension of completion date to 10-27-54 (BMPCT-2020).

KCRI-TV Cedar Rapids, Iowa, Cedar Rapids Television—Mod. of CP (BPCT-1311) which authorized new tv station, for extension of completion date to 10-12-54 (BMPCT-2008).

WHO-TV Des Moines, Iowa, WHO-TV—Mod. of CP (BPCT-334), which authorized new tv station for extension of completion date to 7-1-54 (BMPCT-2010).

WOOD-TV Grand Rapids, Mich., Grandwood Bcstg. Co.—Mod. of CP (BPCT-917) as mod., which authorized changes in existing tv station, for extension of completion date to 6-30-54. (BMPCT-2024).

WSTV-TV Steubenville, Ohio, WSTV Inc.—Mod. of CP (BPCT-1049) as mod., which authorized new tv station, for extension of completion date to 10-12-54 (BMPCT-2007).

WGLV (TV) Easton, Pa., Easton Pub. Co.—Mod. of CP (BPCT-261) as mod., which authorized new tv station, for extension of completion date to 10-1-54 (BMPCT-2005).

WARM-TV Scranton, Pa., Union Bcstg. Co.—Mod. of CP (BPCT-1000) as mod., which authorized new tv station, for extension of completion date to 12-15-54 (BMPCT-2015).

KALA (TV) San Antonio, Tex., W. W. Lechner, tr/as Alamo Television Co.—Mod. of CP (BPCT-802) as mod., which authorized new tv station, for extension of completion date to 10-25-54 (BMPCT-2014).

KUHT (TV) Houston, Tex., University of Houston and Houston Independent School District—Mod. of CP (BPET-9) as mod., which authorized a new non-comm. edu. tv station, for extension of completion date to 7-30-54 (BMPET-31).

APPLICATIONS RETURNED

Renewal of License

WNNJ Newton, N. J., Sussex County Bcstrs. (Section II dated after Section I) (BR-2886); WLFH Little Falls, N. Y., Rock City Bcstrs. (Incorrectly signed) (BR-2725).

License for CP

KXLF-TV Butte, Mont., Television Montana—License for CP (Incomplete).

April 5 Applications

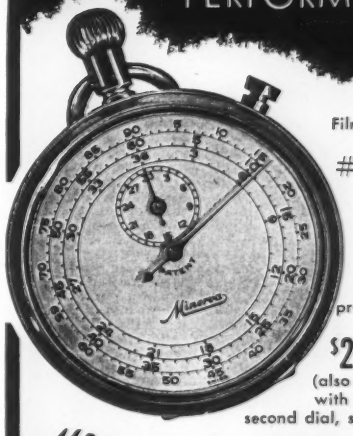
ACCEPTED FOR FILING

Renewal of License

WSNJ Bridgeton, N. J., Eastern States Bcstg. Corp. (BR-937); WVNJ Newark, N. J., Newark Bcstg. Corp. (BR-2206); WTTM Trenton, N. J., Trent Bcst. Corp. (BR-1179); WAWZ Zarephath, N. J., Pillar of Fire (BR-239); WROW Albany, N. Y., Hudson Valley Bcstg. Co. (BR-1941); WNBF Binghamton, N. Y., Clark Assoc. Inc. (BR-268); WCLI Corning, N. Y., Radio Corning Inc. (BR-2471); WWSC Glen Falls, N. Y., Great Northern Radio Inc. (BR-1384); WGSM Huntington, N. Y., Huntington-Montauk Bcstg. Co. (BR-2658); WHCU Ithaca, N. Y., Cornell U. (BR-233); WVOS Liberty, N. Y., Sullivan County Bcstg. Corp. (BR-1811); WUSJ Lockport, N. Y., Lockport Union-Sun and Journal Inc. (BR-2270);

(Continued on page 119)

DEPENDABLE PERFORMER!



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Minerva RADIO & TV STOPWATCH

COIL AND HAMMER SPRINGS
UNCONDITIONALLY GUARANTEED FOR LIFE!
Exclusive Minerva Coil Springs prevent failures from friction or wear. Independent Hammer Spring Mechanism insures perfect fly-back to Zero every time!
TIMES FILM FOOTAGE EXACTLY! Dial scaled to 90 and 36 ft.-per-minute register for 35 and 16 mm. films. Small hand records up to #) 30 minutes; long hand completes revolution in 60 seconds.
ACCURACY OF 7 — JEWEL NON-MAGNETIC MOVEMENT CERTIFIED BY WESTERN ELECTRIC ELECTRONIC TIMER.
regularly at work in CBS, NBC and ABC Network Studios, as well as affiliates and independents throughout the country.
New Color Catalog Now Ready—Write Today!

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We are always in the market for postage lots of $500 up resulting from offers, premiums, etc. Nominal discount from face, varying with denomination, quantity, condition and packaging. Let us know what you have and we'll gladly quote. Our stamp redemption plan puts your money back to work! Bank and broadcaster references. Rated in D & B.

MINT SHEET BROKERAGE
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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager with productive record of training and leading men in competitive markets. Small or medium-size station background. Some travel. Car required. Salary, commission and traveling expenses. Chicago headquarters. Box 922C, B•T.

General manager. Live wire for well established southeast, independent, full-time, music station. Must be sales and promotion minded with a proven record of accomplishment. Salary plus percentage. Give complete details and photograph. Box 968C, B•T.

Manager—aggressive—1000 watt am daytime, Columbia, S. C. Good opportunity for future. Write Frank A. Michalak, 817 Clifton Road, N.E., Atlanta, Georgia.

Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, this is an unusual opportunity to become commercial manager and later manager. Box 594C, B•T.

To a $5,000 salesman who can earn $10,000! CBS radio affiliate in small market had vhf coming, seeks young, aggressive, creative salesman who feels stalled in present job. You will be rigorously pre-checked and mercilessly pushed toward success. If you don't earn $200 a week in a few months, you'll be asked to resign. We're loaded for bear; are you? Box 930C, B•T.

Salesman to service and sell local accounts. Salary plus commission. Good market. ABC station. KFRO, Longview, Texas.

We are interested in a good sales manager who can also broadcast basketball and football games. Your announcing of these sports must be excellent to capture a Hoosier basketball and football audience. This job has tremendous potentiality for the right man. We are a CBS affiliate, 1000 watt, full-time station. If you are not a producer of sales do not bother us with inquiries. If you are between 30 and 40 years of age, believe in mixing in civic activities, married, although this is not a necessity, of good character, this position will appeal to you. No floaters or loafers needed. Personal interview necessary. Send all information, including play-by-play basketball and football and photograph to John Carl Jeffrey, Radio Station WIOU, Kokomo, Indiana.

Salesman at once. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Good salesman—must have experience in radio sales. Give experience in letter. WSAT, Salisbury, North Carolina.

Aggressive selling manager for full-time Mississippi delta station with outstanding potential. New ownership seeking man with successful small or medium station experience. Send full resume and photo to Box 1511, Meridian, Mississippi.

Announcers

Combo announcers, 1st engineers or salesmen. Immediately. Indiana. Box 488C. B•T.

Immediate opening for top combo announcer with 1st ticket. Send full details on experience, background education. Salary $375.00. a month Metropolitan market, midwest. Box 941C, B•T.

Baseball play-by-play man needed for opening in southeastern city with Class A ball. Salary $100. per week guaranteed. Live and recreated games. Only experienced applicants considered. Tape, photo and complete information to Box 1D, B•T.

Experienced announcer, strong on news and commercials. Some copywriting. Opening with long established network affiliate. Send audition, references and background to KXRO, Aberdeen, Washington.

WCNT Centralia, Illinois, has announcing position available immediately. No board work. Contact Charles Presley.

Central Florida station needs good announcer who likes shirt sleeve climate. First ticket. Send tape. Background, or call WLBE, Leesburg, Florida.

Help Wanted

WVOP, Vidilia, Georgia, 1000 watts, needs experienced announcer. $75.00. for 40 hours to start. Must be able to do news and good job on record shows. Contact H. C. Gilreath, Manager, WVOP, Vidilia, Georgia. Telephone 3029.

Announcer, independent, news, hillbilly, popular, race shows. 40 hours. Chance to complete college education at Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Combination announcer engineer wanted for full-time deep south delta operation. Good pay and pleasant working conditions. Send resume to Box 1511, Meridian, Mississippi.

Technical

Engineer: Married, must have experience, necessary to take charge of 1000 watt operation. Excellent opportunity for the right man. Located in New York State. Box 885C, B•T.

Need engineer-announcer for Arizona Network kilowatt. Resume to Box 951C, B•T.

First class engineer. 5000 watt independent daytime operation, northeast Tennessee. All new equipment. State qualifications and references. Box 961C, B•T.

Chief engineer—strong on announcing. Must take board shift. 40 hour week. Excellent opportunity in California. Send all details and photo first letter and audition tape. $390.00. to start. 1000 watt station. Box 967C, B•T.

Transmitter engineer with first class license. Must have car. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

Experienced man to be chief, combination preferred. WIVK, Knoxville, Tennessee.

Combo WNNT Warsaw, Virginia, $300.00. Furnish tape, references. Opportunity for advancement to chief engineer.

First phone also announcer. WSYB, Rutland, Vermont.

Chief engineer—1000 watt daytime at Columbia, S. C. Prefer man who has lived in southeast. Wonderful opportunity with new station. Write qualifications, references to: Frank A. Michalak, 817 Clifton Road, N.E., Atlanta, Georgia.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Opportunity—male copywriter. Some announcing. Submit samples. Texas. Box 952C, B•T.

Large station, Rocky Mountain area, wants copywriter with small station experience. Hustle and speed. Write fully, salary, samples. Box 975C, B•T.

Help Wanted—(cont'd)

Wanted immediately: Copywriter, either male or female. Send complete details, WCVS, Springfield, Illinois.

Television

Help Wanted

Salesmen

Well established midwestern producer of tv film commercials offers a splendid opportunity to a man with: (1) film experience, either with producer or station; (2) creative ideas; (3) selling ability. Involves living in city of 150,000 and travelling within limited radius (home weekends). Salary, incentive and expenses. In first letter, (conf.) give vital statistics and complete history, including present and previous earnings. Box 858C, B•T.

Hard hitting aggressive salesman for midwest television station. First 15 markets. 20% commission. No ceiling on earnings. Box 881C, B•T.

Production-Programming, Others

Midwest tv station in major market desires experienced tv artist. Give complete details, work sample, salary. Box 882C, B•T.

Situations Wanted

Managerial

Successful, thoroughly experienced, mature manager available because of tv merger. Top references, nationally respected. Worth investigating. Box 651C, B•T.

Manager-chief engineer, 15 years experience, 250 to 50 kilowatt, construction and consultant, all departments. Would work for part interest in new or going station. Box 890C, B•T.

Problem Station? I'll make it profitable for working interest. West or south. Box 912C, B•T.

If you've need of a strong sales, programming, well experienced radio manager with proud record, full details on this industrious, capable executive will be promptly sent. Contact Box 986C, B•T.

Going tv soon? Here is a managerial team of chief engineer and program-production director with proven ability. We will put you on the air and keep you there. Best references. Write Box 997C, B•T.

Salesmen

Will trade for a future, one past including successful experience as combo, staff announcer and presently employed as commercial manager. Contact John Henry, 624 Montgomery, Albany, Oregon. Phone 1469.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran, 27 years old, family man, 8 years' experience. Best reference is current employer. Write Box 745C, B•T.

FOR SALE

TV EQUIPMENT IN EXCELLENT CONDITION

325 Foot BLAW-KNOX 40-lb. Self-Supporting Steel Tower
5-Bay Channel 17 Antenna
350 Foot Coax Cable 3⅛"
100 Watt GE Transmitter
Driver Unit
1 KW Amplifier Unit
Transmitter Monitor
Demodulator
Sweep Generator
Oral Carrier Filter
Dummy Load Unit
Spare Transmitter Tubes
Misc. Spare Transmitter Parts

For complete details contact James C. Leake,
111 South Cherokee, Muskogee, Oklahoma

Situations Wanted—(Cont'd)

Well grounded in speech and all phases, can read news with a real impact. Dramatic reader desirous in entering radio announcing, have been tutored three years. Will go anywhere. Box 863C, B•T.

Announcer, staff: Limited commercial radio, some tv, college, reliable veteran. News agriculture interests. Locate anywhere. Box 878C, B•T.

Announcer-engineer. Recent broadcasting school graduate. Specializes in commercial disc jockey show. Third class ticket. No experience. Box 884C, B•T.

Young ambitious negro announcer, first love—DJ, newscaster. Experience light. Box 902C, B•T.

Top-notch announcer. Personable, mature, married. Personal interview April 17-28, New York —vicinity. Box 917C, B•T.

Put thirteen years of programming, news and announcing to work for you. Desire change for personal reasons. Prefer Detroit area but will consider any reasonable offer. Box 934C, B•T.

Chief announcer, 1000 w southwestern market. Knowledge script, DJ, staff, chief. Available upon acceptance, tape resume available. Contact Box 943C, B•T.

Announcer—first phone. Fully experienced staff man with B.A. degree. Tape, resume, forwarded on request. Box 945C, B•T.

Staff-sports announcer—desires position with progressive station. Six years of diversified experience. References, tapes available. Box 947C, B•T.

Baseball man . . . available immediately, last minute change broadcasting plans. 7 years sports, radio-tv. Best references, college graduate, quick reply. Box 949C, B•T.

Ambitious, experienced announcer-DJ, desires to further career. Reliable, sober staff man with air selling ability that guarantees satisfaction. Will travel. Tape, letter. Box 950C, B•T.

Announcer—3 years, 25, college, married, vet. "Pop" and "hillbilly" jockey, news, good delivery, third ticket, board, librarian. Box 955C, B•T.

Top announcer, program director. Wants northern market. New Yorker employed in south, 7 years experience. Prefers radio, television or advertising agency. Box 957C, B•T.

Announcer—experienced in all phases radio announcing, newscasting, editing. Have tv background. Desirous of locating with growing tv-am operation. Box 958C, B&T.

Experienced announcing-sales. References. Married. Reliable. Upper midwest preferred. Box 963C, B•T.

Announcer. Ambitious. Reliable. Excellent references. Progressive station anywhere. Box 964C, B•T.

Newscaster. Pleasantly authoritative delivery. Sincere commercials. College graduate, single, 30. Prefer midwest or eastern location. Box 965C, B•T.

Experienced announcer. Good references. Single. Draft exempt. Network affiliate. Box 966C, B•T.

Staff announcer. Limited experience. Can write. Some experience in television production. Box 969C, B•T.

Radio-television news director. Outstanding local coverage record. Reporter-announcer. Box 973C, B•T.

Combo man, negro, first phone; strong on news, commercials and latin disc jockey. Six months experience in Armed Forces Radio Service. Projectionist, amateur photographer and actor—good for television. Box 977C, B•T.

Announcer—6 years experience all phases including music, news, sports play-by-play. Hold 1/c license. Box 978C, B•T.

Announcer. College education. Five years staff work including Denver television. Experience copywriter. Favor news. Want announcing opportunity with good operation preferably radio and television. 29 years old. Navy vet. Write Box 987C, B•T.

Situations Wanted—(Cont'd)

Combination radio-tv announcer-director. Experience one of the largest cities. Desires permanent location with am station that has, or will have tv, in smaller progressive city. B. S. journalism. Southwest or Florida preferred. Good references. Box 988C, B•T.

Personality DJ. 3 years radio with theatre and music background. Write own material. Prefer midwest. Box 989C, B•T.

Ambitious young negro personality. Announcer, newscaster, DJ, board operator. Good ad-libber. Strong commercials. Travel, opportunity. Excellent references, tape. Box 993C, B•T.

Announcer-news director. Experienced in all phases. Young, draft exempt. College. Box 996C, B•T.

Long on ambition—short on experience. DJ, sports and general staff. Available immediately. Box 999C, B•T.

Negro DJ. Tape, references, experience. Jim Byrd, 107 Princeton, Hempstead, New York.

Some experience as staff announcer, desires position, two announcing schools training. H. Durnham, Detroit Hotel, Miami, Florida.

Attention: Available immediately, sports, program director—sales. 6 years experience. All offers considered. Contact Bob French, 9640 Ave. L, Chicago 17, Illinois. Phone Essex 5-7730.

Announcer-DJ-control board, smooth news, commercials, friendly voice, some experience, married, veteran. Art Lorring, 2105 Daly, Bronx 60, N. Y. Fordham 7-2492.

Announcer, disc jockey, newscaster, sportscaster, commercial announcer. Smooth, friendly delivery. Control board, some experience, radio acting, 3rd ticket, married, responsible, tape. Ted Nichols, 1938 East 1st Street, Brooklyn 23, N. Y. Nightingale 5-6132.

Attention: Stations eastern seaboard area. Staff announcer, experience midwest top station, music, news, sports. Baritone voice. Married, 27. Tape, request. Bob Sanford, c/o Niemy, 37-56 87th Street, Jackson Height, N. Y.

Experienced sports announcer and ex-coach wants sports job. Prefer warm climate, will consider any location. Ed Sellers, 119 S. Griffin, Danville, Illinois.

Staff announcer, newscaster specialty, control board. Travel, tape, light experience. Bill Shea, 27 Coddington Ave., S. I. #6, New York. Dongan Hills 6-1892 W. Call collect.

Announcer, newscaster, DJ, sports, control board. Some experience. Seeking staff position. Married, veteran. Tape. David Winters, 1170 East 229th Drive South, Bronx 66, New York. Tulip 2-0716.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Announcers-writers—staff duties—board operation —third ticket. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C. Metropolitan 8-5255.

Technical

Engineer, first phone. Experienced all phases broadcast. Prefer southwest. Box 869C, B•T.

Technician—1st class license, six years experience console, transmitter, recording remotes. Box 897C, B•T.

CIRE graduate, first phone, service experience, no experience at station. Married, veteran, have car. Ambitious, willing to learn. Prefer midwest. Box 933C, B•T.

First phone, limited engineering experience. Available immediately. Box 937C, B•T.

Engineer, first phone, 5½ years experience. Single. Car. Prefer east. Available immediately. Box 938C, B•T.

Small net. station control room, tapes, remotes, almost 4 years. Presently chief. Prefer control room, television future. New York, New Jersey, Connecticut. Box 944C, B•T.

Experienced am chief to 5 kw directional, some tv. Desires chief or staff large station. Box 946C, B•T.

First phone; RCA graduate. Training in all phases of broadcasting engineering for 1½ years. Location anywhere. Good announcing voice. Very potential combo man. Box 991C, B•T.

(Continued on next page)

IF

. . . you have radio and tv station promotion and merchandising savvy . . . if you know how to set up on-the-air, direct mail, newspaper, billboard, magazine, taxi and point-of-sale promotion . . . if you can do layouts, artwork, displays, sales brochures . . . if you have reached the top in your present job and want to step up the ladder to head the promotion department of a leading regional CBS radio and tv station in the middle Atlantic states with a good salary . . . if you are this man, we ought to meet each other. Send us your presentations today.

BOX 954C, B•T

Situations Wanted—(cont'd)

First phone. Available immediately. Want to locate in Florida station. Box 998C, B•T.

Tapak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No salary, will travel. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Production-Programming, Others

Employed male continuity director-announcer wishes position in radio-tv. Midwest. Versatile voice. Good copy. Available immediately. Box 931C, B•T.

Radio program director or television production director. Twelve years experience all phases, including network show. College. Presently employed major market. Box 935C, B•T.

Girl Friday. Copy. Traffic. Mike work. Midwest preferred. Box 962C, B•T.

Program director completely experienced all phases of station operation desires metropolitan radio station directors job and/or management. Best references. Write Box 971C, B•T.

Young man 26, seeking career with tv and/or radio to grow with station, creative end. Best business, scholastic, character references. Box 992C, B•T.

Director-tv. Experienced in am, remotes, dramatics, news, music, interviews, panels. Tv technical experience WABD-TV New York. Box 994C, B•T.

Program director for small station. 3 years N. Y. experience in am and tv network. Box 995C, B•T.

Make thirteen years experience prove lucky for your station. Now employed. Will consider any offer in programming, news or announcing. Prefer two hundred mile radius of Detroit. Either large or small station or market. Write 17137 Dean Avenue, Detroit 12, Michigan.

Television

Situations Wanted

Managerial

Tv merger—am sale makes available top reference, economy minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty years successful broadcasting background. Box 652C, B•T.

Tv manager or sales manager available 30-90 days. Veteran broadcaster in late thirties. Put vhf station on air last year. Prefer medium size city. Will stand careful investigation. Box 959C, B•T.

Salesmen

Salesman-sportscaster . . . tv-radio. Best references. Presently employed, ready for larger market. College graduate, married, immediate reply. Box 948C, B•T.

Aggressive, producing salesman now selling radio and tv. Seven years announcing, production and sales. Degree in advertising and merchandising. Top drawer employee. Commercial managership possibilities. 600 dollar monthly minimum. Box 960C, B•T.

Announcers

Versatile on-camera tv announcer—experience 1 year tv, 4 years radio. Single—veteran—can combine radio & tv—minimum $75.00. Box 940C, B•T.

Combination man, 29, single, 10 months experience, prefer midwest. Staunton, Illinois. Telephone 328W.

Production-Programming, Others

Tv director—seven years varied experience in radio and television. Currently employed, seeking larger operation or new station where advancement is possible. Prefer midwest or east. Box 956C, B•T.

Radio veteran—tv experienced. Directing—announcing-writing, floor managing. College graduate-family man. Aggressive. Searching for progressive tv station, medium sized town. Box 970C, B•T.

Situations Wanted—(cont'd)

Program director. 14 years experience all phases of radio-tv programming, client contact, managing department for two 4A New York agencies. 32 years old, married, seeks real challenge. Will relocate anywhere for the right opportunity. Box 980C, B•T.

Announcer-emcee-director. 2½ years theatre. 3 years radio-tv experience. Desires to work with new tv station. Box 990C, B•T.

For Sale

Stations

One station market, 1kw daytime independent. Gross $50,000. Owners willing sacrifice. Box 880C, B•T.

250 watt full-time, Mutual affiliate, now making money. Good opportunity for owner-manager. Box 899C.

Want to meet principals interested in starting new station with existing facilities soon to be vacated in large eastern market. Box 974C, B•T.

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Used 5 bay RCA superturnstile TF5A antenna channel 5 but tunable to 4 or 6. Box 901C, B•T.

1-G.R. 475C frequency monitor. 1-G.R. 681B deviation meter used on 1450 kc. Good condition. Best offer. Box 953C, B•T.

Two RCA 73B disc recorders with microscopes, high fidelity recording heads, work lights. Excellent condition. $500 each. Crating and shipping extra. Tom Sheffrey, Back to the Bible Studios, Lincoln, Nebraska.

New, used tape recorders. Trade-in excepted. Commercial Electronic Service, 2609 Olive Street, St. Louis, Missouri.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newscaster, the walkie tape "studio." No charging, no lines, just you. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

3 year old galvanized Lehigh 475' self supporting 40# tower now disassembled, ready for immediate shipment, will support six-bay superturnstile tv antenna, will sell as is or erected, also have 550' of 6⅛" coaxial feedline and one RCA heavy duty type BF-14D pylon. Tower Contracting Company, Box 2873, Greenville, Mississippi.

Wanted to Buy

Stations

All or part of 1000-watter or under in Tucson or Phoenix, Arizona, area. Box 747C, B•T.

250-1000 w. Northern or central Florida. Replies confidential. Indicate size of market and coverage. Box 932C, B•T.

250-1000 w in Wisconsin, Minnesota or western states. Negotiate immediately at your station. Data sent held confidential and returnable. Box 942C, B•T.

We want to invest money, talent, ambition, know-how! Two successful young men now in top production center with combined 33 years experience want opportunity to develop full potential of good station—radio-tv or both. Interested Pacific Coast or southwest. Box 976C, B•T.

Equipment, etc.

Want field strength meter, RCA model WX-2C. Box 602C, B•T.

1 to 3 kw fm transmitter with frequency monitor, four doughnuts. Box 861C, B•T.

1000 watt am transmitter, console, turntables, microphones and 200' guyed tower. Send description and price to Box 939C, B•T.

Video switcher with at least 8 inputs, small audio console, studio type sync generator. Box 981C, B•T.

Wanted to Buy

2—250 foot antennas. 2—5kw-am transmitters. 1—kw-am transmitter. 2—consoles. 4—turntables and associated equipment. 2—remote equipment. Please send price, make and model with complete information as to condition. Address reply to: Charlie Dowdy, WMGR, Bainbridge, Ga.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

OPPORTUNITY

North Carolina radio and television stations offer excellent opportunities for qualified personnel. One contact covers more than 100 stations. Apply to J. T. Snowden Jr., Secretary, North Carolina Association of Broadcasters, Post Office Drawer 1112, Tarboro, North Carolina. Don't Send Audition Material.

Managerial

GENERAL MANAGER WANTED

. . . for AM-TV station in mid-Eastern seaboard market. Bonus and stock interest plan available. Only one with good management experience need apply.

Box 983C, B•T

Announcer

RADIO ACTOR—DJ

HUMOROUS AD-LIB

Ohio, Single. Box 982C, B•T

Situations Wanted

COMPLETE EXPERIENCED TV STAFF AVAILABLE

1 Sales Manager, 1 Program Manager,
1 Production Manager, 1 Promotion Manager,
1 Director, 2 Announcers, 1 Artist,
1 Traffic Manager

Staff has worked together in major metropolitan market for 6 months. Each has know-how, experience, ambition to get your station going at once with minimum of trouble. For details write

Box 936C, B•T.

Technical

BUILDING A STATION?

Here's a chance to keep costs down and efficiency up. This broadcast engineer with a 500 watt AM transmitter and lots of experience will install and operate same for part interest! Let's get together! . . . Box 979C, B•T.

(Continued from page 115)

WMGM New York, N. Y., Marcus Loew Booking Agency (BR-249); WWRL New York, N. Y., Long Island Bcstg. Corp. (BR-271); WCHN Norwich, N. Y., Radio Norwich Inc. (BR-2781); WSLB Ogdensburg, N. Y., St. Lawrence Bcstg. Corp. (BR-1056); WEOK Poughkeepsie, N. Y., Mid-Hudson Bcstrs. Inc. (BR-2361); WVET Rochester, N. Y., Veterans Bcstg. Co. (BR-2051); WSNY Schenectady, N. Y., Western Gateway Bcstg. Corp. (BR-1181); WSYR Syracuse, N. Y., Central New York Bcstg. Corp. (BR-265); WTRY Troy, N. Y., Troy Bcstg. Co. (BR-1055); WRUN Utica, N. Y., Rome Sentinel Co. (BR-2307); WDLA Walton, N. Y., Delaware County Bcstg. Corp. (BR-2695); WWNY Watertown, N. Y., The Brockway Co. (BR-1111).

Application Returned

KISD Sioux Falls, S. D., KISD Inc.—Voluntary acquisition of control of licensee corporation by Verl K. Thomson through purchase of stock from H. R. Alton, H. L. Dibble and F. C. Walkup. (Not signed by transferrors.)

Modification of CP

KWWL-TV Waterloo, Iowa, Black Hawk Bcstg. Co.—Mod. of CP (BPCT-815) which authorized new tv station for extension of completion date to 11-3-54 (BMPCT-2025).

WXEL (TV) Cleveland, Ohio, Empire Coil Co.—Mod. of CP (BPCT-819) as mod., which authorized changes in facilities of existing tv stations for extension of completion date to 10-31-54 (BMPCT-2027).

KPAR-TV Sweetwater, Tex., Texas Telecasting Inc.—Mod. of CP (BPCT-1736) which authorized new tv station for extension of completion date to 10-26-54 (BMPCT-2026).

License for CP

WCSH-TV Portland, Me., Congress Square Hotel Co.—License to cover CP (BPCT-518) which authorized new tv station and to designate studio location as 579 Congress St., Portland, Me. (BLCT-190).

WRGB (TV) Schenectady, N. Y., General Electric Co.—License to cover CP (BPCT-1047) as mod. which authorized changes in existing tv station (BLCT-191).

April 6 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion

By memorandum opinion and order continued indefinitely the hearing scheduled for April 7 in re applications of WSOC, et al. for ch. 9 in Charlotte, N. C. (Docket 8837 et al).

By Hearing Examiner Herbert Sharfman

Scheduled Oral Argument for April 9 on the "Evansville Issue" petitions in re applications of WKAT Inc., et al. for ch. 10 in Miami, Fla. (Docket 9321 et al).

By Hearing Examiner Charles J. Frederick

Vacated order of March 24, in re applications of WSAU and Wisconsin Valley Tv Corp., for ch. 7 in Wausau, Wis. (Docket 10907-08), and scheduled further hearing in this matter for April 5.

By Hearing Examiner Isadore A. Honig

Continued further hearing conference in re applications of Appalachian Bcstg. Corp. and Tri-Cities Tv Corp., for ch. 5 in Bristol, Tenn.-Va. from April 7 to April 21; further ordered, in accordance with agreement made between counsel for the parties, that the Points of Reliance be exchanged on April 7. (Dockets 10879-80.)

By Hearing Examiner William G. Butts

Booth Radio and Tv Stations Inc., Woodward Bcstg. Co., Detroit, Mich.—Granted petition of Booth Radio regarding dates governing course of hearing, and ordered that each applicant shall submit a copy of its direct case to the other applicant and to the Commission's counsel and to the examiner on June 7 instead of May 24, and that each direct case shall be introduced by the applicants in evidence at a further hearing to be held June 10 instead of May 27 (Dockets 10660-61) re ch. 50.

By Hearing Examiner Harold L. Schilz

Ordered a further conference between the examiner and counsel for the parties—Radio Associates Inc., and WLOX, applicants for ch. 13 at Biloxi, Miss. (Dockets 10844-45), including counsel for the Chief of the Broadcast Bureau, on April 7, 1954.

By Hearing Examiner Herbert Sharfman

Continued from April 2 to April 7 the hearing conference in re applications of Wisconsin Bcstg. System Inc., et al. for ch. 12 in Milwaukee, Wis. (Dockets 8954 et al).

By Hearing Examiner Fanney N. Litvin

Issued a memorandum opinion on rulings in re applications of The Travelers Bcstg. Service Corp. and Hartford Telecasting Co. for ch. 3 in Hartford, Conn. (Dockets 8621, 10699.)

BROADCAST ACTIONS

Actions of April 2

Granted License

KLIK Jefferson City, Mo., Empire Bcstg. Co.—Granted license for am broadcast station; 950 kc, 5 kw, daytime; condition (BL-5236).

KNDC Hettinger, N. Dak., Hettinger Bcstg. Co.—Granted license for am broadcast station; 1490 kc, 250 w, unlimited (BL-5235).

Modification of CP

KDBC Mansfield, La., DeSoto Bcstg. Corp.—Granted Mod. of CP for approval of antenna, transmitter and studio location and change type of transmitter; condition (BMP-6451).

KMRC Morgan City, La., Tri City Bcstg. Inc.—Granted Mod. of CP for approval of antenna, transmitter and studio location and change type of transmitter (BMP-6406).

WALA-TV Mobile, Ala., Pape Tv Co.—Granted Mod. of CP for extension of completion date to 10-4-54 (BMPCT-2030).

Actions of April 1

Granted License

WXHR Cambridge, Mass., Middlesex Bcstg. Corp.—Granted license for fm broadcast station; ch. 245 (96.9 mc), 6.9 kw, unlimited (BLH-955).

WMMW-FM Meriden, Conn., The Silver City Crystal Co.—Granted license for auxiliary transmitter; ch. 239 (95.7 mc), 7 kw, unlimited (BLH-952).

Granted CP

WHPR Highland Park, Mich., School District of the City of Highland Park, Mich.—Granted CP to replace CP (BPED-231) which authorized a new noncommercial educational station which expired 3-24-54; completion date 6-1-54 (BPED-250).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

KCBH Los Angeles, Calif., to 6-30-54; WWOL-FM Buffalo, N. Y., to 5-1-54; WGOV-TV Valdosta, Ga., to 8-1-54; KKTV Colorado Springs, Colo., to 10-26-54; WMSL-TV Decatur, Ala., to 10-25-54; KULA-TV Honolulu, T. H., to 11-1-54; KTVH Hutchinson, Kan., to 10-27-54; KOY-TV Phoenix, Ariz., to 10-27-54; KALA San Antonio, Tex., to 10-25-54; KOOL-TV Phoenix, Ariz., to 10-27-54; WOOD-TV Grand Rapids, Mich., to 9-30-54.

Actions of March 31

Granted License

KTIB Thibodaux, La., Delta Bestrs. Inc.—Granted license for am broadcast station; 630 kc, 500 w, daytime (BL-5204).

KVLB Cleveland, Tex., Harvard C. Bailes—Granted license for am broadcast station; 1410 kc, 500 w, unlimited, directional antenna-2 (BL-5221).

KIMA Yakima, Wash., Cascade Bcstg. Co.—Granted license covering increase in power, installation of new transmitter and directional antenna for night use and make changes in the antenna system 1460 kc, 5 kw, unlimited, directional antenna-night (BL-5222).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WKGN Knoxville, Tenn.; WDXL Jackson, Tenn.; WHAL Shelbyville, Tenn.; WACL Waycross, Ga.

Television

Managerial

Good Management Pays Dividends!

I am an experienced television station manager and a veteran radio station manager, a family-man, 42 years old, with an outstanding record of sound business administration and profitable commercial operations. Available May 1st. Personal interviews welcome. Write Box 972C, B•T.

Production-Programming, Others

DIRECTOR FOR DISTAFF SIDE OF TV STATION

Experienced since 1945 as women's program director, script writer, female emcee, delivered commercials, film, live, voice-over, transcriptions, demonstrations, traffic, continuity. Please write Box 985C, B•T.

For Sale

Equipment Etc.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE

Type 737 Andrews ⅞ copper coax on original reels, pressurized, never touched—at 75 cents/foot, F.O.B. Continuous lengths with endseals. 1-330′ each, 2-488′ each, 2-847′ each. Also new, 2 rolls 3 conductor, lead covered cable #10 wire, 1000 feet, each 40 cents/foot. This will take care of complete power and feed line installation on directional array up to 5KW.

Box 984C, B•T

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Southern Network
$150,000.00

Good record of increasing earnings. Excellent market enjoying high income and retail sales. Financing available.

Eastern Network
$100,000.00

Must be sold due to television merger. Top market with well diversified industry. Good earnings with room for substantial increase. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Text of the Supreme Court's Decision on FCC Giveaway Case

(See Story in Government Section, This Issue)

SUPREME COURT OF THE UNITED STATES

Nos. 117, 118, and 119.—October Term, 1953.

Federal Communications Commission, Appellant, v. American Broadcasting Company, Inc. (117)
Federal Communications Commission, Appellant, v. National Broadcasting Company, Inc. (118)
Federal Communications Commission, Appellant, v. Columbia Broadcasting System, Inc. (119)

On Appeal From the United States District Court for the Southern District of New York.

[April 5, 1954.]

Mr. Chief Justice Warren delivered the opinion of the Court.

These cases are before us on direct appeal from the decision of a three-judge District Court in the Southern District of New York, enjoining the Federal Communications Commission from enforcing certain provisions in its rules relating to the broadcasting of so-called "give-away" programs. The question presented is whether the enjoined provisions correctly interpret § 1304 of the United States Criminal Code, formerly § 316 of the Communications Act of 1934. This statute prohibits the broadcasting of ". . . any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance. . . ."[1]

The appellees are national radio and television broadcasting companies. They are, in addition, the operators of radio and television stations licensed by the Commission. Each of the appellees broadcast, over its own and affiliated stations, certain programs popularly known as "give-away" programs. Generally characteristic of this type of program is the distribution of prizes to home listeners, selected wholly or in part on the basis of chance, as an award for correctly solving a given problem or answering a question.[2]

The rules challenged in this proceeding, § § 3.192, 3.292, and 3.656 of the Commission's Rules and Regulations, were designed to prevent the broadcast of such programs.[3] The rules are identically worded and apply, respectively, to standard radio broadcasting (AM), (FM) radio broadcasting, and television broadcasting. Paragraph (a) of each rule provides that "An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting . . . ," programs of a sort forbidden by § 1304. Paragraph (b) provides that a program will fall within the ban

> ". . . if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:
>
> "(1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or
>
> "(2) Such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or
>
> "(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or
>
> "(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question."

After promulgaton of the rules, the present actions were brought by the appellees.[4] The District Court sustained the Commission's general authority to adopt such rules, and sustained subdivision (1) of paragraph (b) as a correct interpretation of § 1304. But, with one dissent, the court held that subdivisions (2), (3), and (4) were beyond the scope of § 1304 and hence invalid. The court was of the view that § 1304 applied only to contest programs requiring contestants to contribute a "price" or "thing of value."[5] We noted probable jurisdiction and consolidated the cases for argument.[6]

Like the court below, we have no doubt that the Commission, concurrently with the Department of Justice, has power to enforce § 1304. Indeed, the Commission would be remiss in its duties if it failed, in the exercise of its licensing authority to aid in implementing the statute, either by general rule or by individual decisions.[7] But the Commission's power in this respect is limited by the scope of the statute. Unless the "give-away" programs involved here are illegal under § 1304, the Commission cannot employ the statute to make them so by agency action. Thus, reduced to its simplest terms, the issue before us is whether this type of program constitutes a "lottery, gift enterprise, or similar scheme" proscribed by §1304.

All the parties agree that there are three essential elements of a "lottery, gift enterprise, or similar scheme": (1) the distribution of prizes; (2) according to chance; (3) for a consideration.[8] They also agree that prizes on the programs under review are distributed according to chance, but they fall out on the question of whether the home contestant furnishes the necessary consideration.

The Commission contends that there is such consideration; in its brief, it urges that these programs

> ". . . are nothing but age old lotteries in a slightly new form. The new form results from the fact that the schemes here are illicit appendages to legitimate advertising. The classic lottery looked to advance cash payments by the participants as the source of profit; the radio give-away looks to the equally material benefits to stations and advertisers from an increased radio audience to be exposed to advertising."

It contends that consideration in the form of money or a thing of value is not essential, and that a commercial benefit to the promoter satisfies the consideration requirement:

> ". . . Where a scheme of chance is successfully designed to reap profits for its promoter, there will ultimately be consideration flowing from the participants, and it is of no consequence whether such consideration be direct or indirect. In either event, the gambling spirit—the lure of obtaining something for nothing or almost nothing—is exploited for the benefit of the promoter of the scheme."

[1] 18 U. S. C. § 1304 (derived from former § 316 of the Communications Act of 1934, 48 Stat. 1088-1089, repealed by 62 Stat. 862, 866):

"Whoever broadcasts by means of any radio station for which a license is required by any law of the United States, or whoever, operating any such station, knowingly permits the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes, shall be fined not more than $1,000 or imprisoned not more than one year, or both.

"Each day's broadcasting shall constitute a separate offense."

[2] Examples of the "give-away" programs involved here are "Stop the Music" (American Broadcasting Company), "What's My Name" (National Broadcasting Company), and "Sing It Again" (Columbia Broadcasting System).

"Stop the Music" is described in American's complaint in No. 117 as follows: The home contestants are called on the telephone during the program. On the radio version, home contestants are selected at random from telephone directories. On the television version, home contestants are selected by lot from among those listeners who express in advance, through postcards sent to the network, their desire to participate. On both the radio and television versions, however, the home contestant is not required to be listening to the broadcast at the time he is called in order to participate. When called, the home contestant is asked to give the title of a musical selection that has just been played. In the event he was not listening, or for some other reason desires to have the tune repeated, the master of ceremonies hums or sings it to him over the telephone. If he answers correctly, he receives a merchandise prize; if not, he gets a less valuable "consolation" prize and a member of the studio audience is then given an opportunity to win the merchandise prize by identifying the same tune. If the home contestant answers correctly, he receives, in addition to the merchandise prize, an opportunity to identify another tune, called the "Mystery Melody." If he identifies this tune, he wins the "jackpot" prize, usually valued at several thousand dollars. Should he fail to identify the "Mystery Melody," another home contestant is called and the process is repeated. Additions to the "jackpot" prize are made each week so long as the "Mystery Melody" remains unidentified.

"What's My Name" is described in National's complaint in No. 118 as follows: Prizes are awarded to contestants for correctly identifying famous persons on the basis of clues given by the master of ceremonies and in a short skit performed by professional actors. All but one of the contestants on the program are chosen from members of the studio audience. The remaining contestant is chosen at random from postcards sent in by listeners, and is called on the telephone during the program. For answering the telephone, he is awarded a watchband manufactured by the sponsor of the program and is also given the opportunity to win a valuable "jackpot" prize in Government bonds by identifying the famous person described in the "jackpot" clues. If the home contestant fails to make a correct identification, the amount of the "jackpot" is added to the "jackpot" for the following week's program. The subject of the "jackpot" clues, however, is changed every week.

"Sing It Again" is described in Columbia's complaint in No. 119 as follows: Performers sing a popular song and then repeat it but this time with parody lyrics describing some person, place, or event. Contestants, selected at random from telephone directories, are called by long distance telephone during the program. If the contestant correctly identifies the subject described by the parody lyrics, he wins a merchandise prize and an opportunity to win a "jackpot" prize by identifying the "Phantom Voice," the voice of a famous but unrevealed person. Clues as to the identity of the "Phantom Voice" are given on the program and on other programs broadcast over the same network. The "jackpot" is increased week by week until the correct identification is made. If the home contestant fails to identify the subject of the parody lyrics, he receives a "consolation prize," and a member of the studio audience is given the opportunity to answer and win the merchandise prize.

[3] 47 CFR, 1952 Cum. Supp., § § 3.192, 3.292, 3.656. The language of the rules is broad enough to cover contest programs drawing contestants solely from members of the studio audience. In the court below, however, the Commission took the position that such coverage was not intended, and the controversy was delimited to programs involving the distribution of prizes to contestants participating from their homes. 110 F. Supp. 374, 381.

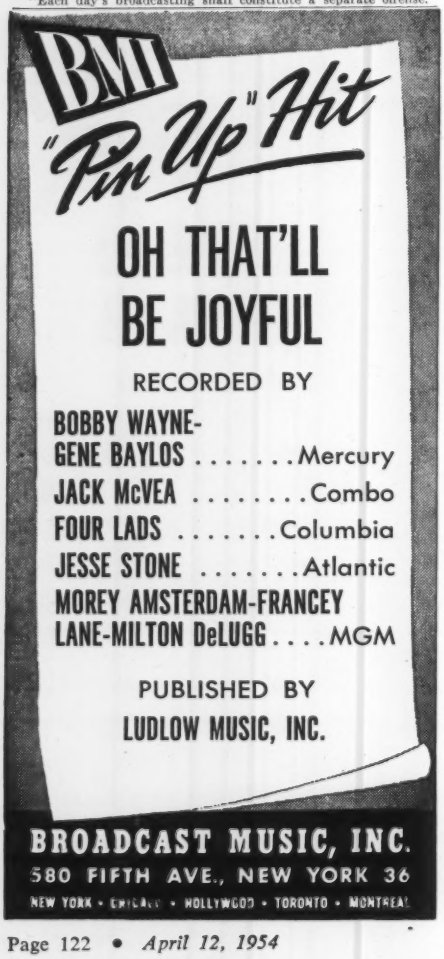
[4] The actions were brought under § 402 (a) of the Communications Act of 1934, 48 Stat. 1093, 47 U. S. C. § 402 (a); 28 U. S. C. § § 1336, 1398, 2284, 2321-2325; and § 10 of the Administrative Procedure Act, 60 Stat. 243, 5 U. S. C. § 1009. Pub. L. No. 901, 81st Cong., 2d Sess., 64 Stat. 1129, 5 U. S. C. § 1031, has since changed the procedure under § 402 (a), but is inapplicable to actions commenced prior to its enactment.

[5] 110 F. Supp. 374.

[6] 346 U. S. 808.

[7] The Commission is authorized by § 4 (i) of the Communications Act to "make such rules and regulations, and issue such orders, as may be necessary in the executions of its functions"; by § 303 (r) to "Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this chapter"; by § 307 (a) and § 309 (a) to grant station licenses and license renewals "if public convenience, interest, or necessity" would thereby be served; by § 312 (a) to revoke a license for a violation of any regulation authorized by the Act. 48 Stat. 1068, 47 U. S. C. § 154 (i); 50 Stat. 191, 47 U. S. C. § 303 (r); 48 Stat. 1083, 47 U. S. C. § 307 (a); 48 Stat. 1085, 47 U. S. C. § 309 (a); 48 Stat. 1086-1087, 47 U. S. C. § 312 (a). The "public interest, convenience, or necessity" standard for the issuance of licenses would seem to imply a requirement that the applicant be law-abiding. In any event, the standard is sufficiently broad to permit the Commission to consider the applicant's past or proposed violation of a federal criminal statute especially designed to bar certain conduct by operators of radio and television stations. And if this consideration is a proper one in individual cases, there is no reason why it may not be stated in advance by the Commission in interpretative regulations defining the prohibited conduct with greater clarity. See **National Broadcasting Co. v. United States**, 319 U. S. 190, 222-224; cf. **Southern Steamship Co. v. National Labor Relations Board**, 316 U. S. 31, 46-47.

[8] A typical "lottery" is a scheme in which tickets are sold and prizes are awarded among the ticketholders by lot. See **Stone v. Mississippi**, 101 U. S. 814. A typical "gift enterprise" differs from this in that it involves the purchase of merchandise or other property; the purchaser receives, in addition to the merchandise or other property, a "free" chance in a drawing. See **Horner v. United States**, 147 U. S. 449. But whatever may be the factual difference between a "lottery," a "gift enterprise," and a "similar scheme," the traditional tests of chance, prize, and consideration are applicable to each. We are aware of no decision, federal or state, which has distinguished among them on the basis of their legal elements.



As against this claim the appellees insist that something more is required than just a benefit to the promoter; that the participation of the home audience by merely listening to a broadcast does not constitute the necessary consideration.

Section 1304 itself does not define the type of consideration needed for a "lottery, gift enterprise, or similar scheme." Nor do the postal lottery statutes from which this language was taken.[9] The legislative history of § 1304 and the postal statutes is similarly unilluminating.[10] For guidance, therefore, we must look primarily to American decisions, both judicial and administrative, construing comparable antilottery legislation.

Enforcing such legislation has long been a difficult task. Law enforcement officers, federal and state, have been plagued with as many types of lotteries as the seemingly inexhaustible ingenuity of their promoters could devise in their efforts to circumvent the law. When their schemes reached the courts, the decision, of necessity, usually turned on whether the scheme, on its own peculiar facts, constituted a lottery. So varied have been the techniques used by promoters to conceal the joint factors of prize, chance, and consideration, and so clever have they been in applying these techniques to feigned as well as legitimate business activities, that it has often been difficult to apply the decision of one case to the facts of another.

And so it is here. We find no decisions precisely in point on the facts of the cases before us. The courts have defined consideration in various ways, but so far as we are aware none has ever held that a contestant's listening at home to a radio or television program satisfies the consideration requirement.[11] Some courts—with vigorous protest from others—have held that the requirement is satisfied by a "raffle" scheme giving free chances to persons who go to a store to register in order to participate in the drawing of a prize,[12] and similarly by a "bank night" scheme giving free chances to persons who gather in front of a motion picture theatre in order to particiapte in a drawing held for the primary benefit of the paid patrons of the theatre.[13] But such cases differ substantially from the cases before us. To be eligible for a prize on the "give-away" programs involved here, not a single home contestant is required to purchase anything or pay an admission price or leave his home to visit the promoter's place of business; the only effort required for participation is listening.[14]

We believe that it would be stretching the statute to the breaking point to give it an interpretation that would make such programs a crime. Particularly is this true when through the years the Post Office Department and the Department of Justice have consistently given the words "lottery, gift enterprise or similar schemes" a contrary administrative interpretation. Thus the Solicitor of the Post Office Department has repeatedly ruled that the postal lottery laws do not preclude the mailing of circulars advertising the type of "give-away" program here under attack.[15] Similarly, the Attorney General—charged directly with the enforcement of federal criminal laws—has refused to bring criminal action against broadcasters of such programs.[16] And in this very action, it is noteworthy that the Department of Justice has not joined the Commission in appealing the decision below.

It is true, as contended by the Commission, that these are not criminal cases, but it is a criminal statute that we must interpret. There cannot be one construction for the Federal Communications Commission and another for the Department of Justice. If we should give § 1304 the broad construction urged by the Commission, the same construction would likewise apply in criminal cases. We do not believe this construction can be sustained. Not only does it lack support in the decided cases, judicial and administrative, but also it would do violence to the well-established principle that penal statutes are to be construed strictly.

It is apparent that these so-called "give-away" programs have long been a matter of concern to the Federal Communications Commission; that it believes these programs to be the old lottery evil under a new guise, and that they should be struck down as illegal devices appealing to cupidity and the gambling spirit. It unsuccessfully sought to have the Department of Justice take criminal action against them.[17] Likewise, without success, it urged Congress to amend the law to specifically prohibit them.[18] The Commission now seeks to accomplish the same results through agency regulations. In doing so, the Commission has overstepped the boundaries of interpretation and hence has exceeded its rule-making power. Regardless of the doubts held by the Commission and others as to the social value of the programs here under consideration, such administrative expansion of § 1304 does not provide the remedy.[19]

The judgments are

Affirmed.

Mr. Justice Douglas took no part in the decision of these cases.

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[9] Section 1304 is one of five sections—§ 1301 through § 1305—which constitute "Chapter 61—Lotteries" of Title 18. Section 1305, added in 1950, exempts certain "fishing contests" from the operation of the other four sections. Section 1301 prohibits the importing or transporting of lottery tickets; § 1302, the mailing of lottery tickets and related matter; § 1303, the participation in lottery schemes by postmasters and postal employees; and § 1304, the broadcasting of lottery information. These four sections use the same terminology—"any lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance." This language first appeared in the 1909 amendments to the federal lottery laws, 35 Stat. 1129, 1130, 1136. It was adopted verbatim in § 316 of the Communications Act of 1934, which was the first federal statute to ban the broadcasting of lotteries. With only slight modifications not material here, § 316 became § 1304 of the Criminal Code in the 1948 revision of Title 18.

For the early history of lotteries in this country, See Spofford, Lotteries in American History, at p. 171 of 1892 Report of American Historical Association, S. Misc. Doc. No. 57, 52d Cong., 2d Sess.

[10] See S. Rep. No. 1620, 80th Cong., 2d Sess. (1948); H. R. Rep. No. 304, 80th Cong., 1st Sess., p. A99 (1947); S. Rep. No. 781, 73d Cong., 2d Sess., p. 8 (1934); H. R. Rep. No. 1850, 73d Cong., 2d Sess. (1934); H. R. Rep. No. 1918, 73d Cong., 2d Sess., p. 49 (1934); S. Rep. No. 564, 72d Cong., 1st Sess., p. 10 (1932); H. R. Rep. No. 221, 72d Cong., 1st Sess., p. 8 (1932); S. Rep. No. 10, Part 1, 60th Cong., 1st Sess., p. 23 (1909); H. R. Rep. No. 2, Part 1, 60th Cong., 1st Sess., p. 22 (1909).

[11] In the only previous case on the legality of a "give-away" program of the type involved here, a state trial court held that the program did not constitute a lottery because the consideration element was lacking. **Clef, Inc.** v. **Peoria Broadcasting Co.**, Equity No. 21368, Circuit Court of Peoria County, Illinois (1939).

Similarly, cases under the postal lottery laws (see note 9, **supra**) appear to be uniform in requiring a "valuable" consideration for a "lottery, gift enterprise, or similar scheme." See **Garden City Chamber of Commerce, Inc., et al.** v. **Wagner**, 100 F. Supp. 769 (E. D. N. Y.), stay denied, 192 F. 2d 240 (C. A. 2d Cir.); **Post Publishing Co.** v. **Murray**, 230 F. 773 (C. A. 1st Cir.), cert. denied, 241 U. S. 675. But cf. dictum in **Brooklyn Daily Eagle** v. **Voorhies**, 181 F. 579, 581-582 (C. C. E. D. N. Y.).

[12] A leading case is **Maughs** v. **Porter**, 157 Va. 415, 161 S. E. 242; see also **State ex rel. Regez** v. **Blumer**, 236 Wis. 129, 294 N. W. 491. Contra, **Cross** v. **People**, 18 Colo. 321, 32 P. 821; cf. **Garden City Chamber of Commerce, Inc., et al.** v. **Wagner**, 100 F. Supp. 769 (E. D. N. Y.), stay denied, 192 F. 2d 240 (C. A. 2d Cir.). For critical commentary on the **Maughs** decision, **supra**, see Notes, 18 Va. L. Rev. 465 and 80 U. of Pa. L. Rev. 744; Pickett, Contests and the Lottery Laws, 45 Harv. L. Rev. 1196, 1206.

[13] **E. g., Affiliated Enterprises, Inc.** v. **Waller**, 40 Del. 28, 5 A. 2d 257; **Affiliated Enterprises, Inc.** v. **Gantz**, 86 F. 2d 597 (C. A. 10th Cir.). Contra, **e. g., Darlington Theatres v. Coker**, 190 S. C. 282, 2 S. E. 2d 782; **Affiliated Enterprises, Inc.** v. **Rock-Ola Mfg. Corp.**, 23 F. Supp. 3 (N. D. Ill.).

[14] Some of the programs involved here (**e.g.** "Stop the Music," described in note 2, **supra**), do not even make this requirement. As a practical matter, however, few home contestants on a "give-away" program would be in a position to answer correctly the question asked of them unless they listened to the program.

[15] In 1949 the Solicitor ruled that material relating to "Stop the Music" (described in note 2, **supra**) would be mailable. In 1950 he ruled that material relating to a comparable contest conducted on the program "Truth or Consequences" would be mailable. While earlier rulings on a "give-away" program called "Mu$ico" had been to the contrary, the Solicitor in 1949 informally advised that the material relating to the program would be mailable. These unreported rulings were made part of the record below.

In accord with these rulings, the Solicitor in 1947 had instructed local postmasters that at least "an expenditure of substantial effort or time" was required in order to find an enterprise to be a "lottery, gift enterprise, or similar scheme." The instructions provided:

"In order for a prize scheme to be held in violation of this section, it is necessary to show (in addition to the fact that the prizes are awarded by means of lot or chance) that the 'consideration' involves, for example, the payment of money for the purchases of merchandise, chance or admission ticket, or as payment on an account, or requires an expenditure of substantial effort or time. **On the other hand, if it is required merely that one's name be registered at a store in order to be eligible for the prize, consideration is not deemed to be present.**" (bold face added.) Postal Bulletin, Feb. 13, 1947. The bold face language, **supra**, was judicially confirmed in **Garden City Chamber of Commerce, Inc., et al.** v. **Wagner**, 100 F. Supp. 769 (E. D. N. Y.), stay denied, 192 F. 2d 240 (C. A. 2d Cir.). In 1953, on the basis of the **Garden City** case and the District Court decision in this case, the **Solicitor** issued new instructions further narrowing the meaning of "an expenditure of substantial effort or time." Postal Bulletin, June 4, 1953.

[16] Apparently no prosecutions have ever been instituted under either the former § 316 of the Communications Act or the present § 1304 of the Criminal Code. In a series of letters made part of the record below, the Chairman of the Commission in 1940 urged the Attorney General to institute criminal proceedings against a number of stations because of their broadcasting of "give-away" programs similar to those involved here. In response to each letter, the Attorney General advised that "careful consideration has been given to this matter and it has been concluded that no action is warranted by this Department."

[17] See note 16, **supra**.

[18] In a letter made part of the record below, the Chairman of the Commission in 1943 urged the Senate Interstate Commerce Committee to approve a proposed amendment to § 316 of the Communications Act, later to become § 1304 of the Criminal Code. The proposed amendment would have retained the existing language as to "any lottery, gift enterprise, or similar scheme," but would have extended the prohibition to "any program which offers money, prizes, or other gifts to members of the radio audience (as distinguished from the studio audience) selected in whole or in part by lot or chance." No action was ever taken on the proposal.

[19] Cf. **United States** v. **Halseth**, 342 U. S. 277, 280-281.

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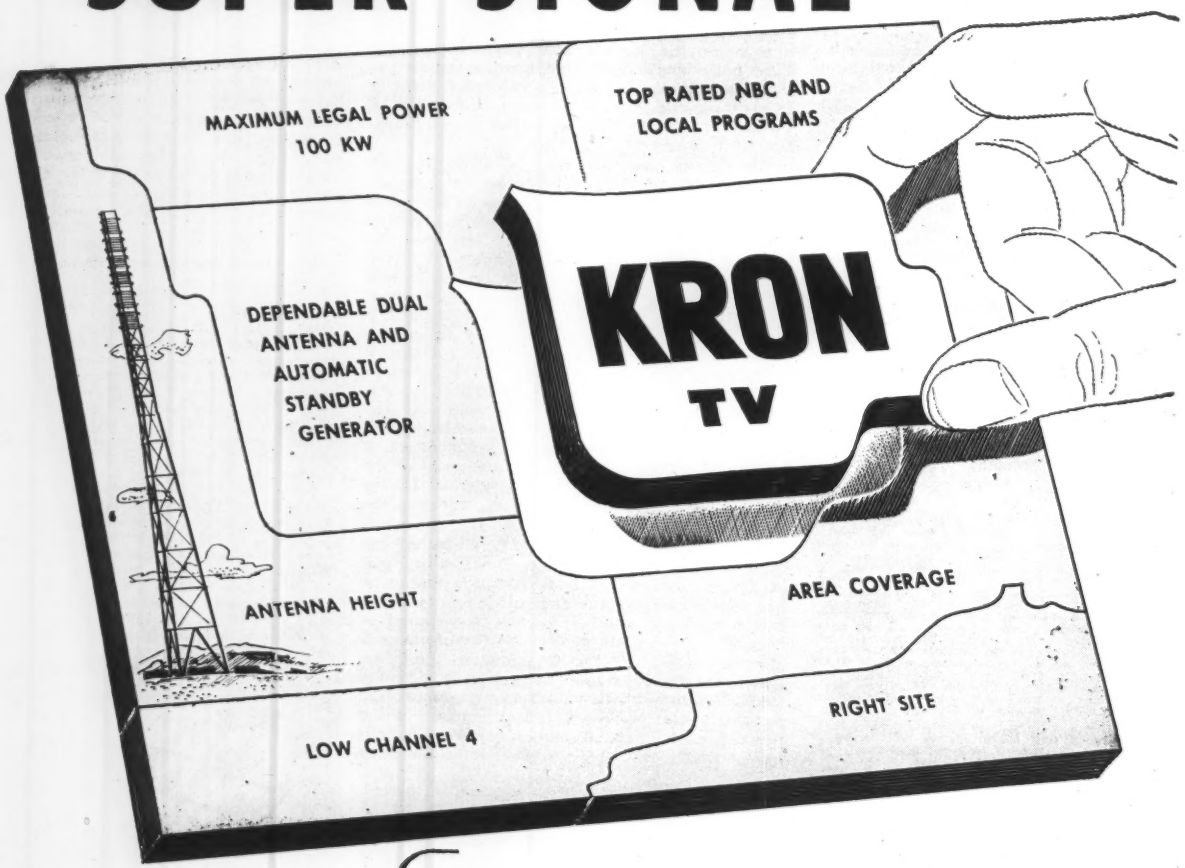

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- **ANTENNA HEIGHT.** KRON-TV's, highest in San Francisco at 1441 feet, "sees further."
- **MAXIMUM LEGAL POWER.** KRON-TV's 100,000 Watts has blanketed Northern California *since February, 1953.*
- **TOP RATED** NBC and Local Programs. KRON-TV leads consistently.
- **GREATEST DEPENDABILITY.** KRON-TV's double antenna system and automatic standby generator minimize "discrepancies."
- **SELLING POWER.** Fit these pieces together and you have KRON-TV's Super Signal—the solution of your sales problem.

FREE & PETERS, INC.
National Representatives

KRON TV 4
SAN FRANCISCO

TELESTATUS

April 12, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRC-TV (6) NBC; Katz; 184,300
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52-Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
► WKAB-TV (48) CBS, DuM; Forjoe; 53,149
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 25,700
Montgomery Bcstg. Co. (12) Headley-Reed; 3/25/54-10/1/54

Selma†—
Deep South Bcstg. Co. (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 90,607

Phoenix—
► KOOL-TV (10) ABC; Blair; 90,607
► KPHO-TV (5) ABC, CBS, DuM; Katz; 90,607

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 21,800
► KVOA-TV (4) ABC, NBC; Raymer; 22,626

Yuma†—
► KIVA (11) DuM; Forjoe; 17,462

ARKANSAS

El Dorado†—
South Arkansas Tv Co. (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/15/54 (granted STA Jan. 11)
KETV (23) 10/30/53-Unknown
KRTV (17) See footnote (e)

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 58,772

Texarkana—
► KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 55,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*

Chico—
► KHSL-TV (12) CBS, NBC, DuM; Grant; 34,275

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KELB (16) 2/10/54—Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—
► KBID-TV (53) Meeker
► KJEO-TV (47) ABC, CBS; Branham; 106,558
► KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,793,763
► KCOP (13) Katz; 1,793,763
► KHJ-TV (9) DuM; H-R; 1,793,763
► KNBH (4) NBC; NBC Spot Sls.; 1,793,763
► KNXT (2) CBS; CBS Spot Sls.; 1,793,763
► KTLA (5) Raymer; 1,793,763
► KTTV (11) Blair; 1,793,763
► KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) CBS; Hollingbery; 190,212

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) 63,265
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 381,361

San Bernardino†—
KITO-TV (18), 11/6/52-Unknown

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 851,250
► KPIX (5) CBS, DuM; Katz; 851,250
► KRON-TV (4) NBC; Free & Peters; 851,250
► KSAN-TV (32) McGillvra

San Jose†—
Standard Radio & Tv Co. (11), Initial Decision 11/18/53

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 65,489

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,000

Stockton†—
► KTVU (36) Hollingbery
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 123,000

COLORADO

Colorado Springs†—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 40,743
► KRDO-TV (13) NBC; McGillvra; 35,600

Denver—
► KBTV (9) ABC; Free & Peters; 209,306
► KFEL-TV (2) DuM; Blair; 209,306
► KLZ-TV (7) CBS; Katz; 209,306
► KOA-TV (4) NBC; Petry; 209,306
*KRMA-TV (*6), 7/1/53-1954*

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Newest Starters

Listed below are the newest stations that have started commercial operation:

WALB-TV Albany, Ga. (ch. 10), April 1.
WQED (TV) Pittsburgh, Pa. (ch. 13, educational, April 5.
WNET (TV) Providence, R. I. (ch. 16), April 5.

WJHP-TV

CHANNEL 36 IN JACKSONVILLE

WJHP-TV HAS TOP NETWORK (ABC, NBC, DuM) AND LOCAL PROGRAMMING . . .

WJHP-TV HAS VIEWERS . . .

(estimated 42,600 sets — national research survey soon . . .)

. . . AND WJHP-TV HAS CHOICE AVAILABILITIES!

Network co-ops, local shows, and top spot adjacencies in all time classes.

For further information and rates, call or write Tom Gilchrist, Mgr., or Bill Fraker, Sales Mgr., Ph. 98-9751 in Jacksonville.

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Represented nationally by John H. Perry Associates

KHQ 7 A-TV

Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are 129,405 Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 107,110 TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

You need KHQA-TV—Channel 7 to cover this market

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Chicago, New York, Detroit, Atlanta, Boston, Hollywood, San Francisco

Tower 886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

For availabilities write:
WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 39,720
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 59,127
WSJL (49), 8/14/52-Unknown

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
►WKNB-TV (30) CBS, DuM; Bolling; 153,406

New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 117,600

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 201,639
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 605,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 42,416
► WMBR-TV (4) CBS, NBC, DuM; CBS Spot Sls.; 233,647
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 238,000
WMFL (33), 12/9/53-Unknown

Orlando†—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-5/15/54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 52,500
► WPFA (15) CBS, DuM; Young; 14,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-Unknown
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/1/54
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,400

GEORGIA

Albany†—
► WALB-TV (10) NBC; Burn-Smith

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 73,100
► WRDW-TV (12) CBS; Headley-Reed; 65,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 48,720
► WRBL-TV (4) CBS; Hollingbery; 59,653

Macon—
►WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 94,380

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 30,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-5/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 31,300
► KIDO-TV (7) ABC, NBC, DuM; Blair; 24,800

Idaho Falls—
► KID-TV (3) CBS, NBC, DuM; Gill-Perna; 15,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KFXD-TV (6) See footnote (d)

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 205,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 237,500
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,618,145
► WBKB (7) ABC; Blair; 1,618,145
► WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,618,145
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 137,630
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy†—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 96,600

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 75,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 65,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 524,003

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) Venard; 41,750

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 75,344
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 473,000

WISH-TV (8) Bolling; 1/28/54-7/1/54
WJRE (26), 3/26/53-Unknown

LaFayette†—
► WFAM -TV (59) Rambeau; 46,700

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 64,250

Princeton†—
► WRAY-TV (52) Walker; 35,000

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 102,823

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54

Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) Venard; 116,444
► WMT-TV (2) CBS, DuM; Katz; 217,594

Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-4/25/54 (granted STA March 5)

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-May '54

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 100,010
KTIV (4) Hollingbery; 1/21/54-8/16/54

Waterloo†—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
Central Kansas Tele. Co. (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 99,043

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) CBS, DuM; Capper Sls.; 49,289

Wichita—
KAKE Bcstg. Co. (10) 4/1/54-July '54
► KEDD (16) ABC, NBC, Petry; 80,457

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson†—
► WEHT (50) CBS; Meeker; 39,189

Lexington†—
*WLAP-TV (27) 12/3/53-*See footnote (c)
The Central Kentucky Bcstg. Co. (18) Initial Decision 3/10/54

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 385,904
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
► WKLO-TV (21) ABC, DuM; Venard; 81,942
WQXL-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 46,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54

Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54

Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) ABC, CBS, DuM; Young; 15,000

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 101,000
► KFAZ (43) Pearson; 16,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Summer '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 244,792
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 34,300

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 53,600
Murray Carpenter & Assoc. (2) Initial Decision 3/26/54

Lewiston—
► WLAM-TV (17) CBS, DuM; Everett-McKinney; 18,554

Poland†—
WMTW (8) 7/8/53-7/1/54

Portland—
► WCSH-TV (6) NBC; Weed; 89,875
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54 (granted STA March 29)
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 35,400

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 539,503
► WBAL-TV (11) NBC; Petry; 539,503
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 539,503
WTLF (18) 12/9/53-Summer '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

100%

DIVIDEND

FOR WIBW-TV ADVERTISERS

Present advertisers will reach twice as many TV homes for the same cost as soon as the steel in our new antenna reaches 1,000 feet and our new 85 kw power can surge still further over the flat, unobstructed Kansas plains. The construction crew says, "We'll top her out in May."

Right now, we're delivering 49,289 homes* on interim operation and we're still accepting orders at the present rate and guaranteeing six month's protection. Better nail down a choice franchise NOW.

CBS—DuMont—ABC Interconnected

* Electric Assn. of Kansas City 2/1/54

WIBW-TV 13

The Kansas View Point

TOPEKA, KANSAS

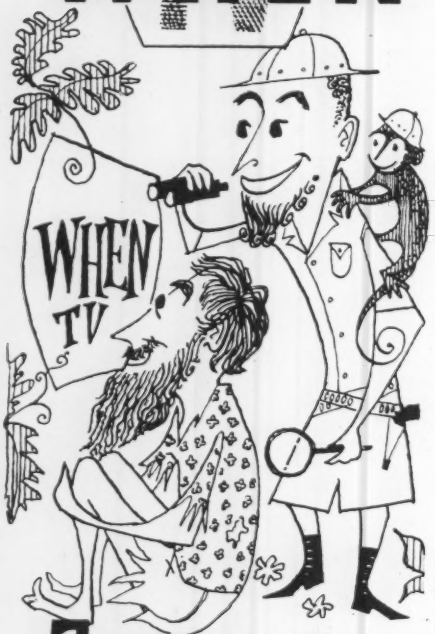
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

EVEN STANLEY WATCHES

WHEN



CHANNEL 8, I PRESUME . . .

As far as Stanley is concerned, it's the end of the search. The big discovery has been made!

We mean Stanley, N. Y. of course, where they haven't seen a safari in a heck of a time. (The ground's pretty well trampled in those parts.)

Sounds as though there's nothing new to learn about Stanley, but WHEN-TV knows better. Stanley is just one of 250 upstate communities to which WHEN-TV has broken trail, getting to know the people, their buying habits, their buying power. Want to take some trade goods into the wilds of upstate N. Y.? Let WHEN-TV lead the expedition.

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES WHEN TV

CHANNEL 8

SYRACUSE, N.Y.

FOR THE RECORD

Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-5/1/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) DuM; Walker; 180,000

Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,162,627
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,162,627

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) DuM; 104,285

Lawrence†—
WGIM (72), 6/10/53-Unknown

New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54

Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 128,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000

Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772

Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery; 1,144,890
► WXYZ-TV (7) ABC; Blair; 1,140,000

East Lansing†—
► WKAR-TV (*60)

Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 54,680

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 376,533

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839

Lansing—
► WILS-TV (54) ABC, DuM; Venard; 42,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 254,700

Muskegon†—
WTVM(35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 73,225
WSBM-TV (51), 10/29/53-Unknown

Traverse City †—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925

Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000

Hibbing†—
KHTV (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 425,700
► WTCN-TV (11) ABC; Blair; 427,000

Rochester—
► KROC-TV (10) NBC, DuM; Meeker; 70,000

St. Paul (Minneapolis)—
► KTSP-TV (5) NBC; Petry; 436,700
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 85,607
► WSLI-TV (12) ABC; Weed

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559

Festus†—
KACY (14) Raymer; See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 107,110

Joplin†—
KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 380,450
► KMBC-TV (9) CBS; Free & Peters; 380,450
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 380,450
► WHB-TV (9) CBS; Blair; 380,450

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 94,289

St. Louis—
KACY (14) See Festus
*KETC (*9), 5/7/53-Fall '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 621,426
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-4/15/54

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 9,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,200

Great Falls†—
► KFBB-TV (5) CBS; Headley-Reed

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 20,500

Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) ABC, DuM; Avery-Knodel; 72,390

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 240,000
► WOW-TV (6) DuM, NBC; Blair; 237,993

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC; Weed

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
► WFPG-TV (46) ABC, CBS, NBC, DuM; Pearson; 16,135
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown

NEW MEXICO

Albuquerque†—
►KGGM-TV (13) CBS; Weed; 41,500
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 40,548

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 20,439

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; *WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 296,880
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WBLD (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 394,533. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
*WTVF (*23) 7/24/52-Unknown*
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54

Carthage†—
The Brockway Co. (7) ABC, CBS; 3/3/54-Summer '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,639
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 27,485

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66), CBS, NBC, DuM; Meeker; 1/23/53-5/1/54

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 216,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 190,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 306,200
► WTRI (35) CBS; Headley-Reed; 70,188

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 299,401
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 339,855

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 137,500

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,500
WLOS-TV (13) 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 41,296
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 391,158

Durham†—
WTIK-TV (11) 1/21/54-Unknown

Fayetteville†—
Fayetteville Bcstrs, Inc. (18) Initial Decision 3/16/54

Gastonia†—
Air-Pix Corp. (48) 4/7/54-Unknown

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 219,203

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000

Raleigh—
►WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 52,190

Wilmington†—
WMFD-TV (6) NBC; Weed; 7/30/53-4/9/54
WTHT (3) 2/17/54-5/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 193,289
► WTOB-TV (26) ABC, DuM; H-R; 47,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431

Ashtabula†—
► WICA-TV (15) 18,000

Cincinnati—
*WCET (*48), 12/2/53-Unknown*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,020,000
► WNBK(4) NBC; NBC Spot Sls; 865,425
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 540,470
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 310,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,000

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 117,777
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 29,351

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

8 OUT OF 10

TOP MULTI-WEEKLY SHOWS

IN THE OMAHA AREA

ARE ON

- Trail Time*
- Eddie Fisher
- Camel News Caravan
- Weather, Sports (10:00 p.m.)*
- Dinah Shore
- 6:20 p.m. News*
- Stand By For Action*
- TV News Roundup (10:15 p.m.)*

*WOW-TV "Live" Studio Shows

WOW TV OMAHA

100,000 WATTS • DUMONT • NBC AFF. • Blair TV-Rep.
A Meredith Station • Affiliated with "Better Homes & Gardens" and "Successful Farming" magazines.

53

WKJF-TV

PITTSBURGH

Your Best Buy To Sell The Rich Pittsburgh Market

Every day more advertisers are learning it's good business to sell America's eighth largest trading area through WKJF-TV — Pittsburgh's pioneer UHF television station that offers its ever-growing audience outstanding network shows plus strong local programming.

In case you're looking for a way to get more than your share of the 2¼ billion dollar Pittsburgh market, you'll find it pays to use WKJF-TV.

WKJF-TV Channel 53 PITTSBURGH

Nat. Rep. WEED TELEVISION

Outstanding NBC Programs

TOP SPOTS AVAILABLE IN

OKLAHOMA CITY'S TOP RATED TV SHOW

4 to 5 P. M.
MON. thru FRI.

17.0
RATING
According to
Jan. 1954
OKLAHOMA CITY
TELEPULSE

MINUTE SPOTS AVAILABLE WHILE THEY LAST!

PHONE OR WIRE TODAY!

EDGAR T. BELL
Exec. Vice President

FRED L. VANCE
Sales Manager

CBS

KWTV-9

Affiliated Management KOMA-CBS
Represented by Avery-Knodel, Inc.

FOR THE RECORD

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54
Enid†—
KGEO-TV (5), 12/16/53-Unknown
Lawton†—
► KSWO-TV (7) Everett-McKinney; 36,217
Steubenville—
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
Tulsa Bcstg. Co. (8) Initial Decision 3/3/54
Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 100,082
► KWTV (9) CBS; Avery-Knodel; 256,102
►WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 256,102
*KETA (*13) 12/2/53-Unknown*
Tulsa—
► KCEB (23) Bolling
► KOTV (6) ABC, CBS, NBC; Petry; 229,000
KSPG (17) 2/4/54-Unknown

OREGON

Eugene†—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/16/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 167,183
► KPTV (27) NBC; NBC Spot Sls.; 161,309
Oregon Tv Inc. (12), Initial Decision 11/10/53
Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39), 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 67,516
Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 15,500
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098
Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35) CBS; Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
►WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 750,453
Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 293,097
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Pearson; 146,575
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 109,691
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,793,362
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 921,570
► WENS (16) ABC, CBS; Petry; 236,452
► WKJF-TV (53) CBS, NBC, DuM; Weed; 236,000
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 150,000
► WGBI-TV (22) CBS; Blair; 152,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 149,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 160,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189
► WNET (16) CBS; Raymer
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson†—
► WAIM-TV (40) CBS; Headley-Reed; 46,500
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 71,428
Southern Bcstg. Co. (2) NBC; 3/25/54-9/1/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 41,207
► WIS-TV (10) NBC; Free & Peters; 94,056
► WNOK-TV (67) CBS, DuM; Raymer; 46,000
Florence†—
WPDV (8) CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, DuM; H-R; 55,353
Greenwood†—
WCRS-TV (21) 4/8/53-Unknown
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid City†—
The Hills Bcstg. Co. (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, NBC; Raymer; 56,119

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WDEF-TV (12) NBC; Branham; 1/28/54-4/25/54
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Summer '54
Johnson City†—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 49,057
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 63,620
► WTSK (26) CBS, DuM; Pearson; 58,550
Memphis—
► WHBQ-TV (13) CBS; Blair; 276,342
► WMCT (5) ABC, NBC, DuM; Branham; 276,342
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 186,176
►WSM-TV (4) NBC, DuM; Petry; 186,176
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 30,316
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 47,406
►KGNC-TV (4) NBC, DuM; Katz; 47,406
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 67,736
Beaumont†—
KBMT (31) 12/4/52-Unknown
KTRM-TV (6) Initial Decision 7/22/53
Corpus Christi†—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 368,500
► WFAA-TV (8) ABC, NBC, DuM; Petry; 330,000

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 46,651
► KTSM-TV (9) NBC; Hollingbery; 39,400
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 371,400

Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000

Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,800

Houston—
► KNUZ-TV (39) DuM; Forjoe; 68,144
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Houston Tv Co. (13), 2/23/54-Unknown

Longview†—
► KTVE (32) Forjoe; 16,100

Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 44,387
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 44,387
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54

Marshall†—
KMSL (16) 6/25/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 30,000

San Angelo—
► KTXL-TV (8) CBS; Venard; 21,115

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 185,856
► WOAI-TV (4) NBC; Petry; 185,856

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 71,815

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 66,223

Tyler†—
► KETX (19 ABC, CBS, NBC, DuM; Headley-Reed; 18,232
KLTV (7) 1/27/54-Unknown

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC; Pearson; 28,000

Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-4/11/54 (granted STA Jan. 18)

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 85,300
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KDYL-TV (4) NBC; Blair; 155,300
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 155,300
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3) CBS; Weed; 3/12/54-8/15/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 18,114

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 90,016

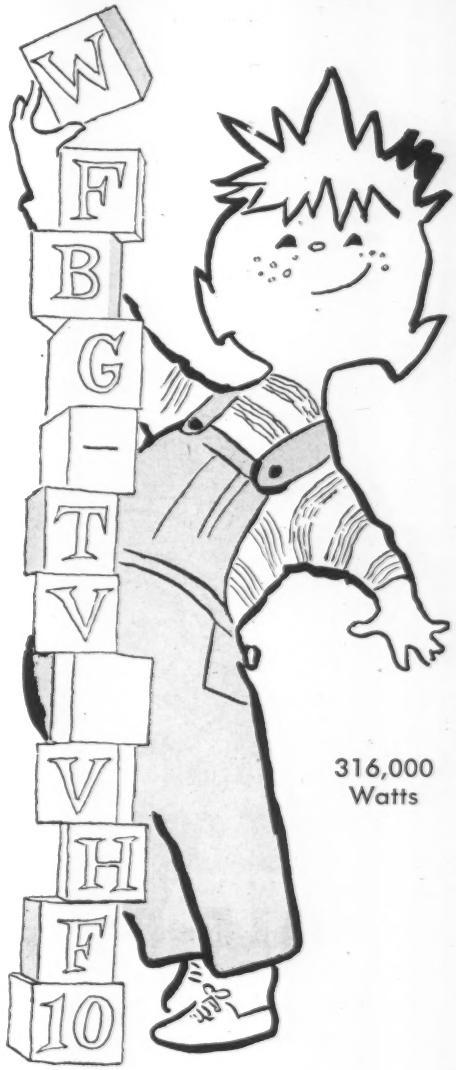
Harrisonburg†—
► WSVA-TV (3) NBC; Devney; 78,345

Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery; 102,281

Newport News—
WACH-TV (33) See footnote (d)

Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 211,772
► WTOV-TV (27) ABC, DuM; Forjoe; 92,000
► WVEC-TV (15) See Hampton

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



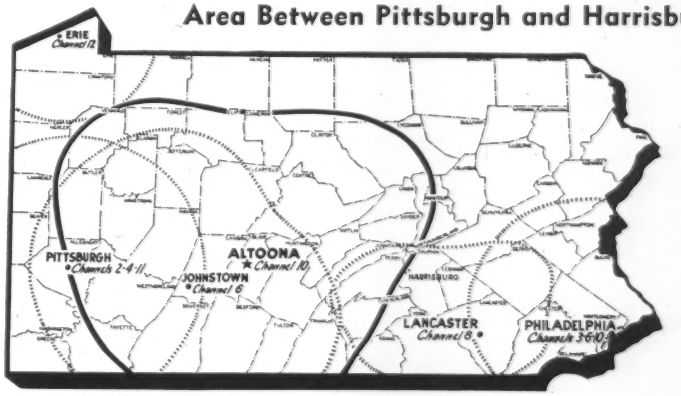
To Build Consumer Acceptance

Can You Afford NOT to Use WFBG-TV?

316,000 Watts

Set Count, 418,798
Retail Sales, $1.9 Billion
Families, 640,000

The Only Station You Need to Cover the Rich Pennsylvania Area Between Pittsburgh and Harrisburg



WFBG TV AM

The Gable Broadcasting Co.

ALTOONA, PA.

ABC NBC DU MONT

Represented Nationally by H-R Television, Inc.

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 441,079
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 241,158

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 54,097
Seattle—
► KING-TV (5) ABC; Blair; 339,400
► KOMO-TV (4) NBC; Hollingbery; 339,400
*KUOW-TV (*9) 12/23/53-September '54*
Seattle Construction Co. (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 55,048
► KXLY-TV (4) CBS, DuM; Walker; 67,159
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (13) Branham; 339,400
► KTNT-TV (11) CBS, DuM; Weed; 339,400
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) CBS; Weed; 18,450

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 36,100
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, CBS, NBC, DuM; Gill-Perna
Huntington—
► WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 382,352
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 24,850
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
Valley Telecasting Co. (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-7/1/54
WTLB (38) 12/16/53-Unknown
Madison—
*WHA-TV (*21) 10/7/53-5/3/54*
► WKOW-TV (27) CBS; Headley-Reed; 40,500
► WMTV (33) ABC, DuM; Meeker; 36,500
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 308,750
► WOKY-TV (19) ABC, DuM; H-R; 236,640
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 660,770
Peninsula Tv Inc. (6) 4/7/54-Unknown
Neenah†—
► WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS; Free & Peters
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed
► KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
► KGMB-TV (9) ABC, CBS; Free & Peters; 50,000
► KONA (11) NBC, DuM; NBC Spot Sls.; 50,000
KULA-TV (4) ABC; Headley-Reed; 5/14/53-4/18/54 (granted STA Feb. 1)

PUERTO RICO

San Juan†—
WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 8/12/53-4/18/54 (granted STA March 5)
► WKAQ-TV (2) Inter-American; 6,500

CANADA

London†—
► CFPL-TV (10) 35,000
Montreal—
► CBFT (2) 143,005
► CBMT (6) 143,005
Ottawa—
► CBOT (4) 10,100
St. John, N. B.—
► CHSJ-TV (4)
Sudbury†—
► CKSO-TV (5) 5,615
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
► XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
► XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 375; total cities with stations on air; 247. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 29,116,590.
*** Indicates educational stations.**
† Cities NOT interconnected with AT&T.
(a) Figure does not include 285,417 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) KACY (TV), KFXD-TV, WACH (TV) and WIFE (TV) have suspended regular operation, but have not turned in CP's.
(e) Studio facilities of KRTV (TV) have been purchased by KATV (TV) Pine Bluff, Ark. KRTV is not presently operating.

take a shot at a

HALF-BILLION DOLLAR MARKET

Columbia, South Carolina's 14-County trading area

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

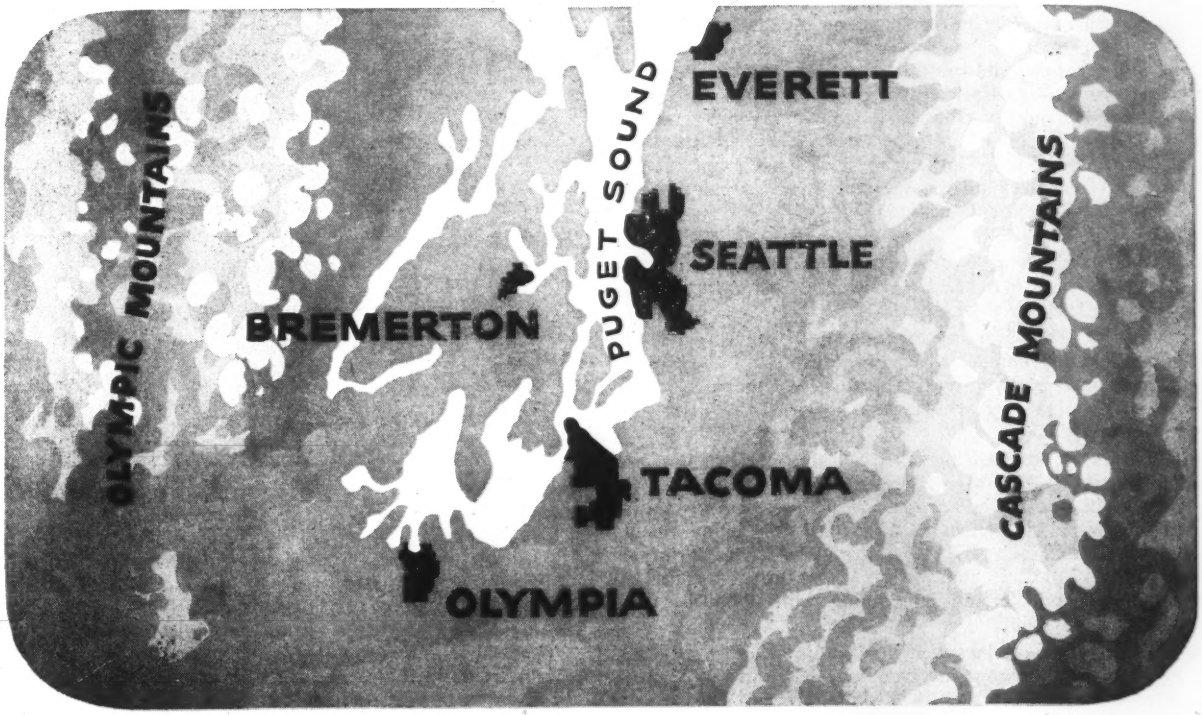
Network Affiliation: WNOK-TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL

Represented By
Paul H. Raymer Co.

PALMETTO RADIO CORPORATION
Studios: 1811 Main Street • COLUMBIA S.C.

Early 18th Century Blunderbuss

Best..... Over Puget Sound!



Don't buy PART when you can get it ALL!

KTNT-TV

Covering Seattle, Tacoma and the Puget Sound Area

CHANNEL 11

KTNT-TV AREA • QUICK FACTS AND FIGURES

Population Distribution

City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%
TOTAL (1,250,000)	100.00%

Grade A contour covers over 1,000,000 people; Grade A and B contours cover over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

AFFILIATED WITH CBS and DUMONT TELEVISION NETWORKS • CONTACT WEED TELEVISION

Is the Sky the Limit?

THE irresponsible attack made by Sen. Joseph R. McCarthy against Edward R. Murrow on Mr. Murrow's own show last Tuesday demonstrated the utter futility of the "equal time" policy now prevailing in U. S. radio and television.

The only justification for the principle of equal time is that it assures the public of receiving well-reasoned arguments representing diverse views on controversial subjects. How hopeless it is to make this principle work by simply handing out facilities and time without retaining the right of editorial judgment was clearly shown on last week's *See It Now*. Mr. McCarthy's presentation was savage, cynical and—of more importance here—irrelevant. It was in no sense a commentary on the previous Murrow show which supposedly was the issue for discussion.

We need not consider which of these men was right or wrong or indeed whether either or both was truthful. The point is that the equal time given to Mr. McCarthy to rebut Mr. Murrow was used for a new attack on a wholly different front.

It is obvious that the granting of equal time in itself does not assure the public enlightenment which is the professed objective of the equal time principle. Only by the most careful preparation and supervision of the material which is to fill the time can that objective be attained.

The difficulties of supervising a McCarthy presentation are, admittedly, numerous. If Mr. Murrow had insisted that Mr. McCarthy clear the script in advance or had refused to telecast the film as submitted, we have no doubt that his actions would have been subject to McCarthy comment, which is not invariably restrained. Under the circumstances, Mr. Murrow's hands-off policy was understandable and in keeping with his well-earned reputation as a gentleman.

There is a lesson here, however, for future dealings with extremist elements who become involved in radio-television controversies. The lesson is to establish definite ground rules at the outset, to make it clear to the parties and the public alike that the use of equal time must be confined to the issues which precipitated the demand for it.

The alternative is to let the principle of equal time go by the board and to permit the give-and-take to degenerate into personal villifications of which the McCarthy performance must be regarded as an unwholesome classic.

Getting the Uhf Story

IN CALLING for hearing next month on the status of uhf in the overall television picture, the Senate Communications Subcommittee acted in timely fashion. The situation today is one of confusion and contradiction.

We have no doubt that interplay of competition eventually will provide the solution. But the Senate and the nation might as well have the facts now. Senators have been told, on the one hand, that all future vhf assignments should be frozen, to permit uhf to get a foot-hold. On the other, they have been told that the FCC is perpetuating "monopolies" by failure to authorize additional vhf stations in virtually the same major markets.

Some uhf stations are doing well. They have competent, resourceful management. They are providing attractive program service. But it is regrettably true that others—notably in mixed markets and without network service—are faring poorly. Many uhf operators were newcomers to broadcasting. They were sold, or sold themselves, on tv being an automatic pass-key to the mint.

This situation is not peculiar to uhf, however. Of the 62 construction permit-holders who have thrown in the sponge since the thawing of the freeze two years ago, 12 were vhf. These were in markets where the economic prospects were unfavorable. The same reason motivated the turning in of virtually all of the uhf permits, including four operating stations.

There is no pat answer to the problem. The FCC certainly could not advise prospective applicants not to apply. It cannot unduly delay additional vhf grants when the law commands it to make maximum use of the spectrum and when there are qualified applicants. Congress alone can change the law, but it is our guess it will move warily, lest it disturb the delicate balance of the existing statutes relating to free, competitive enterprise.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's the fifth man who's tried to work Brocken Burger's 100% Stone-Ground Corn Bread Mix into a singing commercial!"

Congress can, and should, use its investigatory and legislative powers to take a look. Congress created the FCC to perform the licensing and regulatory functions. Congress delegated the responsibility because it required the expertise of a special agency, and because Congress itself does not have the time for it.

The subcommittee should have the benefit of the views of experts in all facets of television. The FCC, the uhf broadcasters, the networks and the manufacturers should offer testimony. Guideposts are needed if uhf is to enjoy even part of the progress predicted for it. Without uhf, achievement of a "truly competitive" nation-wide tv service is out of reach at the present state of the art.

Giveaway Right of Way

LAST WEEK'S Supreme Court decision against the FCC's giveaway rules must be regarded as a victory for the cause of free radio and television. It must not, however, be regarded as an invitation for further abuse of the freedom thus gained.

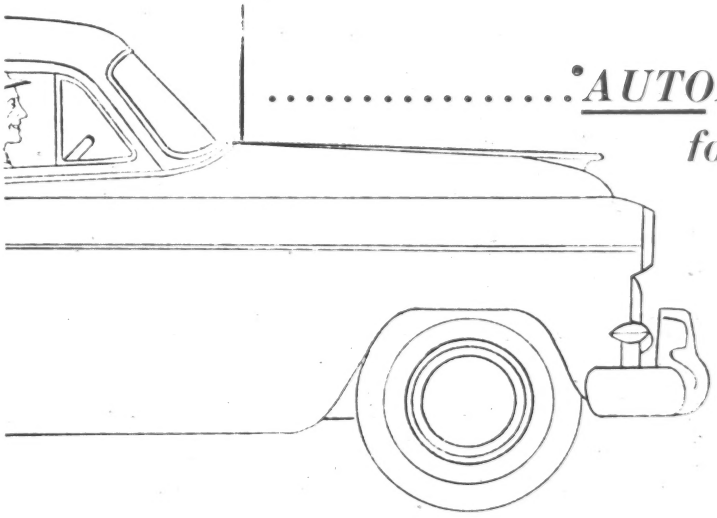
In the unanimous decision the highest court has assured broadcasters and telecasters that there is recourse against aggrandizement of power by the FCC. Such assurance may be more or less academic at the moment, for the Commission, in its present composition, has been reasonably circumspect in keeping within its proper provinces. There is always the possibility, however, that a future Commission will revert to the kind of empire-building that characterized Commissions of the past. In that event, the Supreme Court's giveaway decision would be extremely useful.

Now that the decision is on the books and the legality of giveaways established, it remains to be seen whether broadcasters and telecasters will apply to a number of existing programs a test somewhat more severe than that of deciding whether they are within the law. Trial of these programs on a broader consideration is demanded.

It must be decided whether they are in good taste, whether they advance or retard the art of programming, whether they are economically sound. Some, we submit, could not survive investigation on those grounds.

There are programs which exploit misfortune for the perverted amusement of the audience, others which substitute the unimaginative trick of giving things away for the more challenging effort of creating an interesting program, still others which are embarrassingly encumbered with free plugs for giveaway merchandise which would have to be advertised in paid time if the tit-for-tat of the giveaway were not available.

The Supreme Court can test giveaways on the relatively narrow point of law. It is up to broadcasters and telecasters to test them on the more important question of ethics.



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for sales in Detroit...

The Morning Combination of

MOTORISTS and MAXWELL

Between 6:30 and 9 A.M., 975,000 Detroit-area workers are captive in their cars for an average of 41 minutes. They are the 70% of Detroit's working population who drive to work daily, individually or in groups. Buses, streetcars and trains handle but 30% of the traffic load.

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Most of these motorists listen to WWJ's Bob Maxwell, with his hum-and-whistle music punctuated by news and safety reports. Maxwell catches them when their ears are close to the speaker and their minds open to suggestions. Maxwell can catch them with your commercial message, too.

Ask **WWJ**—or Hollingbery—for facts and figures.

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At 6:30, 7:30 and 8:30 A.M., the Plymouth Dealers of Greater Detroit sponsor "Listen and Live" . . . 5-minute reports on accidents, traffic conditions and safety suggestions from the office of James A. Hoye, Director of Traffic for Detroit's Police. They give WWJ's massive driver-audience more reasons for starting, and arriving, safely . . . and more reasons for listening to Maxwell.

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